

\$1.00 A YEAR

MARCH, 1909

# **SELLING ELECTRICITY**

Edited by FRANK B. RAE, Jr.

We offer a prize this month for the best article on an industrial electric heating installation.

Read the conditions of the contest on page 102.



THE only portable lamps a Central Station can handle with profit and success are those that combine

Beauty and Simplicity of Design  
Quality and Care in Manufacture  
Fairness and Moderation in Price

All these qualifications are found in

## Chapman Portables

No matter what your past experience has been with portables — no matter how satisfactory your present stock — get the CHAPMAN catalog. It will tell you about a popular, quick-selling, profitable line which ranges from the simplest to the most elaborate designs. Ask for Catalog A.

**The Chapman Mfg. Co.**  
CRAFTSMEN IN GLASS AND BRASS  
179 Portland Street  
Boston, Mass.



The  
"American"  
Chafing-dish  
Girl

## Sell Service

You're looking for goods that are easily sold, that stay in order, that the consumer uses whenever possible and is proud of.

Aren't you?

If you are looking for that sort of chafing-dishes, percolators, disc heaters, curling-iron heaters and flat irons—we can do business together.

In selling **American** goods you are selling solid comfort, you are selling *constant service*.

Why not sell goods that will be a continuous source of revenue *after* the sale? That means more than a little profit *on* the sale.

We have a catalog for you  
—free.

**American Electrical  
Heater Company**  
Detroit, Michigan









## Our Plans Plus Your Push

**A Power Installation is the Hardest  
Problem the Central Station Salesman  
Has to Solve. Let us Help You—FREE**

**N**O matter how well qualified you are, a motor installation is a hard problem. It means careful figuring, deep study. And, when the proposition is all ready to present to the prospective power customer, there's always the question in your mind—"Is this plan the very best I can offer?"

### "Put it Up to Crocker-Wheeler"

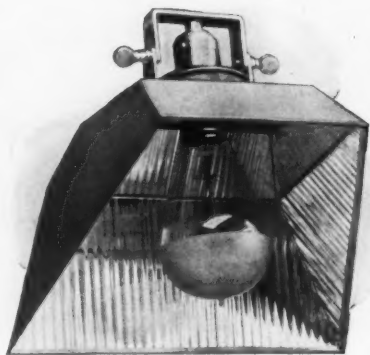
Let us help you—free. Our engineers and motor experts do nothing else than solve power problems. For 21 years we have built, perfected, installed motors. In our files are thousands of plans and specifications covering almost every conceivable class of installation—thousands of tests and reports. Knotty problems, unusual conditions, peculiar requirements, which may be altogether new to you, are old stories with us. And if, as happens daily, a new problem is presented, we have 62 trained, capable, practical engineers who will bring their combined skill to bear.

We offer free the services of our Engineers to Central Station commercial men. All we ask in return is that you will consider **C-W** motors in the installation.

## Crocker-Wheeler Company

Ampere, New Jersey

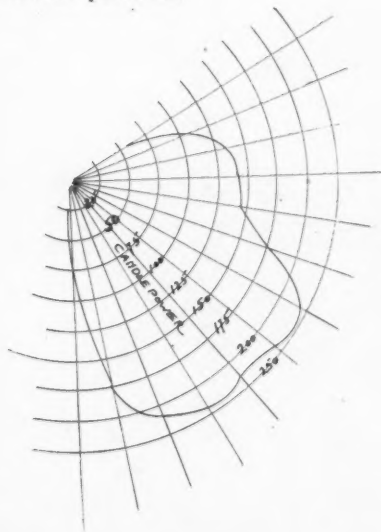
## Wheeler No. 65



## Tungsten Adjustable Window Reflector

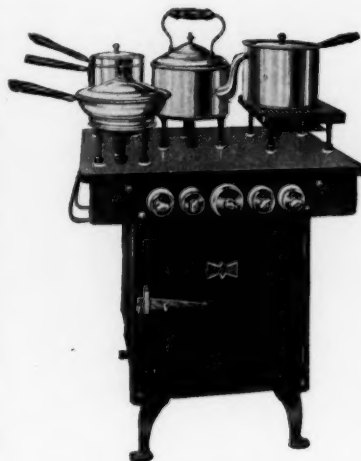
Adjusted to suit periodical changes in window trimming while lamp remains in vertical position.

Light distribution around a 100 watt Tungsten Lamp with Reflector in one of its several positions.



### Wheeler Reflector Co.

156 Pearl Street, Boston, Mass.



## SIMPLEX QUALITY

*The Intake* of your Station depends much on your **Day-Load.**

The introduction of Electric Heating Devices is helping the Day-Load. Men of quality are careful who they introduce to their friends. The customer is *your* friend to whom you should introduce nothing less than the best quality—the **Simplex Quality**, that has stood the "customers test" and has become the standard of the Market.

Write for  
Catalogue  
"M"



## SIMPLEX ELECTRIC HEATING CO.

Cambridge, Mass.

Monadnock Block, Chicago

# Eye Comfort

The  
"I-Comfort" System of  
**Indirect  
Illumination**

(Patents Applied for)

**THE LONG  
LOOKED FOR  
COMFORTABLE  
METHOD**

## THIS SYSTEM

is one of the greatest modern advancements marking an epoch in interior illumination. It is within the reach of the person of ordinary means and is no experiment. In use in residences, offices, halls and auditoriums. Has been endorsed and recommended by leading oculists and medical authorities. Many of the headaches and disarrangements of the nervous system are caused by the barbarous method of having the brilliant modern lights in line of vision.



Room 12 x 14 feet, beautifully illuminated with a one-unit fixture containing one 60-watt Tungsten lamp—consuming current about equal to one 16-c. p. carbon filament lamp.

**A SOFT, EVEN  
LIGHT ALL OVER  
THE ROOM—NO  
SHADOWS**

## THE LIGHT

is reflected without loss to the ceiling and evenly distributed throughout the room. Those who have them in use would go back to the old method only under protest. Complete fixtures furnished or inexpensive units that can be easily applied to fixtures now in use. We will furnish on application full information, and reference to residences, clubs and offices where this system is now being successfully used.

Write Today

## National X-Ray Reflector Company

Offices and Display Rooms  
247 E. Jackson Blvd.

Factory and Warehouse  
348 W. Jackson Blvd.

Chicago, Illinois

In writing to advertisers, mention "Selling Electricity"

### *Table of Contents for January*

Hold Up Your Head !	Frontispiece	
Editorial		285
Prize Offer to Power Men		288
The Brooklyn House Electrical	Earl E. Whitehorne	289
Let There Be Light !	H. Thurston Owens	297
Real Evidence That Electric Advertising Pays		300
A Letter from Sterling, Colorado		301
A "Dollar Idea"		302
An Itinerant Booth in Chicago		303
A "Dollar Idea"		304
The Office Salesman	Eugene A. Creed	305
A "Dollar Idea"		306
The Painting of Illuminated Sign Boards		307
A "Dollar Idea"		308
Residence Business in the Electric City of Canada	Thomas J. Kelley	309
A "Dollar Idea"		310
Success in Salesmanship	Chas. N. Crewdson	311
A "Dollar Idea"		312
Illumination Calculation Simplified	T. W. Rolph	313
Selling Electric Signs to Banks		318
Is the Penny Arcade and Moving Picture Show a Menace?		
(1) Hold Back the Penny Arcade and Sell the Merchant Houses	Fred E. Schornstein	319
(2) Central Stations Should Encourage the Cheap Amusement Houses	Oliver R. Hogue	320
Chicago's 10,000 Irons		322
The Selling End of the Business		
(II) Give the Other Fellow a Chance	Geo. B. Spencer	323
A "Dollar Idea"		326
A Holiday Window Display		326
Observation	Albert J. Marshall	327
Our Business and Yours		329
News and Reviews		331

### *Table of Contents for February*

Prize Offer for Industrial Heating Story	Frontispiece	
Editorial		7
A "Dollar Idea"		8
Brightening the Bank	Earl E. Whitehorne	9
How the City National Bank Sign Was Sold During the Financial Flurry	Van Huntington	17
Men Who've Made Good		
(1) George Williams	Frank B. Rae, Jr.	20
A "Dollar Idea"		22
Theoretical and Practical Methods of Determining Electrical Power		
Selling Rates	H. M. Beugler	23
Prize Awarded in Power Men's Contest		27
Plan of Campaign to be Followed in Selling Central Station Power		
(Prize Winning Paper)	Van Dusen Rickert	28
The Power Salesman	J. E. Bullard	33
Two "Dollar Ideas"		36
Originality	Albert J. Marshall	37
Selling Electric Power	Newton F. Lewis	41
A Power Man's Card		44
Are You Catching Fish or Are You Just Fishing?		45
Two "Dollar Ideas"		48
The Representative	Fred E. Schornstein	49
Signs Stick in Dayton		50
Flaming Arc Street Lighting in Newark, N. J.		51
News and Reviews		53

# SELLING ELECTRICITY

Published monthly by FRANK B. RAE, JR.  
 EARL E. WHITEHORNE, Managing Editor. A. C. F. KELEHER, Business Manager  
 Editorial and Advertising Departments: 74 Cortlandt Street, New York City  
 Telephone: 2314 Cortlandt (Private Branch Connecting all Departments).  
 Publication Office: American Building, Brattleboro, Vt.

NOTICE.—Advertisements, Changes in Advertisements, and Reading Matter intended for any month's issue should reach this office not later than the fifteenth of the preceding month.

Entered as second-class matter, February 28, 1908, at the Postoffice at Brattleboro, Vermont, under Act of Congress of March 3, 1879.

Vol. V

MARCH, 1909

No. 2

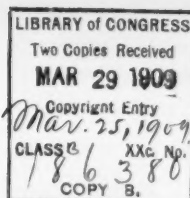
## CONTENTS

Courage	Frontispiece	
Editorial		71
Two "Dollar Ideas"		74
The Inaugural Illumination in Washington		
	John C. McLaughlin	75
A "Dollar Idea"		80
Plan of Campaign to be Followed in Selling Central Station		
Power (Second Award in Power Contest)		
	Roy A. MacGregor	81
Two "Dollar Ideas"		86
Power Conditions in Portland, Oregon	A. C. McMicken	87
A "Dollar Idea"		89
Electric Signs and Displays for Churches	Announcement	90
Flat Rate Window Lighting	D. F. Fradette	91
A "Dollar Idea"		92
The Electric Automobile in Rockford	F. H. Golding	93
The Vacuum Cleaner in Three New England Cities		95
Prize Offer for Industrial Heating Story	Announcement	97
Men Who've Made Good		
II.—Fred E. Schornstein	Frank B. Rae, Jr.	99
A "Dollar Idea"		102
The 1909 "Made in Hamilton" Exposition	Thomas F. Kelly	103
A "Dollar Idea"		104
Pushing Tungstens in Kankakee	J. S. Maltman	105
Commercial Plans Require Judgment	Allen J. Campbell	107
A "Dollar Idea"		108
A Case of Co-operative Advertising		109
The Selling End of the Business		
III.—What Your Business Means to Your Town		
	Geo. B. Spencer	110
Unwitting Philanthropists	Glen Marston	113
Our Business and Yours		116
News and Reviews		118



IT'S no disgrace to feel  
the "yellow streak,"  
but the devil hates a man  
who shows it. For courage  
consists not in lack of fear,  
but in conquering fear.





# SELLING ELECTRICITY

---

---

Vol. V

MARCH, 1909

No. 2

---

---

## *Help Those Who Help You*

**T**HIS month's standard magazines contained altogether some dozen pages of advertising devoted to current-consuming appliances. The advertisements were inserted by seven or eight manufacturers; they represent an outlay of, roughly, two thousand dollars, and they have been read by not less than four million people, over half of whom are customers or prospective customers of lighting companies.

The manufacturers who spent this money are doing a necessary and valuable educational work for every central station in the land and they should have our support. The fact that they do it from a selfish motive and without consulting us does not take from its value or lessen our moral obligation to co-operate in getting their goods on circuit.

In theory, advertising in the standard magazines is an endless chain. The prospective consumer or user of a product is brought to the point of demanding the brand of goods advertised. This demand compels the retailer to carry the brand in stock. Having the goods stocked, the retailer must sell them to other customers. And when some of this retailer's customers transfer their trade elsewhere, the process is repeated. That is the theory and, strange to say, it prevails in practice wherever the goods are worthy and the manufacturer's selling plan, sales organization and prices are what they should be.

But this theory falls flat in the electrical trades, because there are few or no retailers (properly speaking) and because of the prevalence of agency agreements. A housewife who insists upon having Quaker Oats gets them because her tradesman knows that the grocer on the next corner will supply her if he doesn't, but the man who wants a Standard fan motor must scour the town for Robbins and Meyer's agent: nobody else can sell him. So the strongest force in general advertising, that of compelling a number of retailers to stock the advertised goods and to add their personal influence and solicitation to the manufacturer's printed appeal, is wholly lost. Naturally this condition discourages the manufacturer of current-consuming appliances from entering upon any very broad or expensive campaigns.

So it remains for the central station commercial man to supply the missing link—to make the direct connection between the manufacturer and

the user. The obstructionist will, of course, find ample reason and precedent for not doing this, but the creative man of business will quickly see the point. The main question to be asked is, "How may we co-operate?" The answer is:—

1. Follow closely all general magazine advertising of current-consuming appliances and if any articles are offered with which you are not familiar write the manufacturer for details **AND TELL WHERE YOU SAW THE ADVERTISEMENT.**

2. Get in touch with the manufacturers who are advertising regularly in the general magazines and offer them your co-operation. This co-operation may take the following forms:—

3. Print the advertisements of these manufacturers on the backs of your bills. If it is the Pacific Electric Heating Co., for example, put a notice on the bills like this: "We will supply you with the Hot Point Iron advertised in this month's **SCRIBNER'S MAGAZINE.**"

4. Cut all the advertisements out of the magazines and paste them on a bulletin board prominently displayed in your demonstration room with a notice like this: "Did you see these advertisements in the magazines? Let us tell you about the appliances. We have catalogs and can quote prices."

5. Make a window display of all advertised goods. Cut the advertisements from the magazines and paste them on the inside of your window.

There are dozens of ways the central station commercial man can help the advertiser by adding his personal prestige to the printed appeal. None of these plans is expensive, none involves very much work or bother, but the effect upon the public and upon the manufacturer will be tremendous. It will educate the public to read the ads and it will encourage the manufacturer to continue advertising. The continued advertising will interest still more of the people, and soon you have the ideal endless chain of advertising in full working order.

When you stop to analyze it, the central stations make ten times more profit than the manufacturers from the devices sold. The central stations get ten times as much benefit from the advertising. The manufacturer makes one sale and takes one profit. The central station makes continuous sales of current from which it makes continuous profit and, further, has an opportunity to sell or recommend additional appliances.

There will be but three possible objections to such a plan of co-operation:—

- (a) The central station may not handle appliances. That is no reason, however, why it should not demonstrate them for the benefit of local dealers or manufacturers' agents.

- (b) The central station may handle the product of a competitive manufacturer. That is no reason why it should be so narrow as to refuse to co-operate with the manufacturer who advertises.





## A Dollar Idea

By J. E. Davdison, Gen. Mgr.  
Consolidated Lighting Company, Montpelier, Vt.



**I**T quite commonly happens that people receive as wedding presents gas portables or oil lamps, or they may purchase them, when living in houses wired for electricity but not piped for gas. In either instance, the lamp would be useless to those wishing to use electricity only. Both the gas portables and oil lamps can be equipped electrically at a nominal cost and with good workmanship they look fully as well as a regularly built electric reading lamp. Newspaper advertising will bring large numbers of both oil and gas portables for rebuilding and they are usually lamps that will be used several hours a day.

In co-operation with a local contractor, we have advertised this widely and the results have been far greater than we anticipated.

## A Dollar Idea

By L. A. Coppoch, Gen. Mgr.  
The Middletown Lighting Company, Middletown, Ohio



**W**E recently sent out the following letters to all our local merchants, with good result.

Gentlemen:—

Stores were practically all closed last night—yet by actual count three hundred and eighty-nine people were seen to pause and observe the window display of a certain aggressive and up-to-date business house on Main Street. This firm was bold enough to illuminate its window display until 10 P. M. Dare you say that such practical advertising will not result in a goodly number of sales? It were well to ponder. Is there a more practical way of advertising?

Our 'phone number is 77 and we will be there in a very few minutes if you will but call us.

Very respectfully,



Pennsylvania Avenue at the Treasury Building, Court of Honor at the Right.

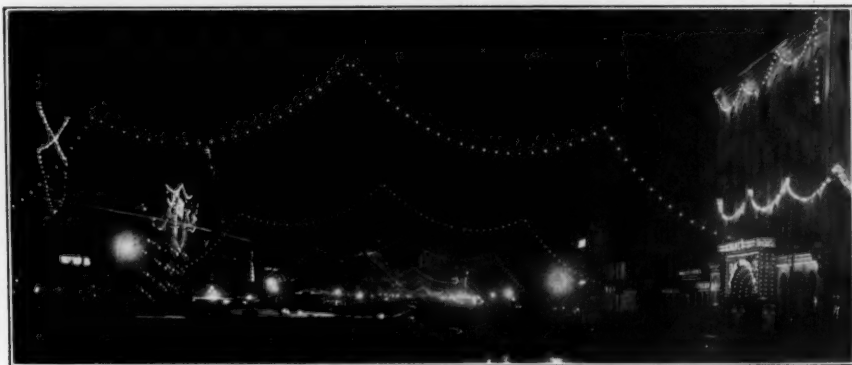
## *The Inaugural Illumination in Washington*

BY JOHN C. McLAUGHLAN, CHIEF CLERK, POTOMAC ELECTRIC POWER CO.,  
WASHINGTON, D. C.

THERE is great pleasure in the successful completion of any undertaking, and the officers and employees of the Potomac Electric Power Company are more than gratified over the splendid electrical illumination in Washington during Inauguration Week; the electrical decorations being largely due to their untiring efforts and energy.

At each inauguration there is a committee appointed to take charge of the electric illumination of Pennsylvania Avenue from the Capitol

grounds to the Court of Honor in front of the White House, where the President's reviewing stand is located. At the inauguration of President Roosevelt in 1905, the general committee which has charge of all expenditures appropriated the munificent sum of thirteen hundred dollars for electrical decorations and illumination. This amount was spent on the Court of Honor only, no attempt being made at any other decoration, and as can be imagined the illumination was not at all impressive.



Looking East down Pennsylvania Avenue from Fifteenth Street towards the Capitol.

When the committee on illumination was appointed this year, among the members were three representatives of our company, who at all meetings of the committee endeavored to arouse as much enthusiasm as possible.

There were also on the committee a number of representative merchants whose places of business are on Pennsylvania Avenue, which is Washington's great thoroughfare, and the Mecca of all visitors. Much to our gratification, our committee succeeded in getting an appropriation of ten thousand dollars to devote to the illumination of this street.

Several plans were submitted to the General Committee. The feature of the one selected was the festooning of "The Avenue," as it is known to Washingtonians, with strings of incandescent lamps suspended from curb to curb at a height of about twenty-five feet and supported at a central point. There were forty-eight of these streamers, each having 80 4-cp. lamps, and the effect at night was beautiful, the great national boulevard being converted into a flaming highway.

At the east end of The Avenue the Peace Monument, before the Capitol, was converted into a blazing fountain of color, great sprays of water shooting from the base to the top of the group of figures surmounting the white marble pedestal. At night, different colored lights from three 24" searchlights were thrown on this playing fountain. This monument had never before been used as a fountain, and was a great attraction to us all, to whom

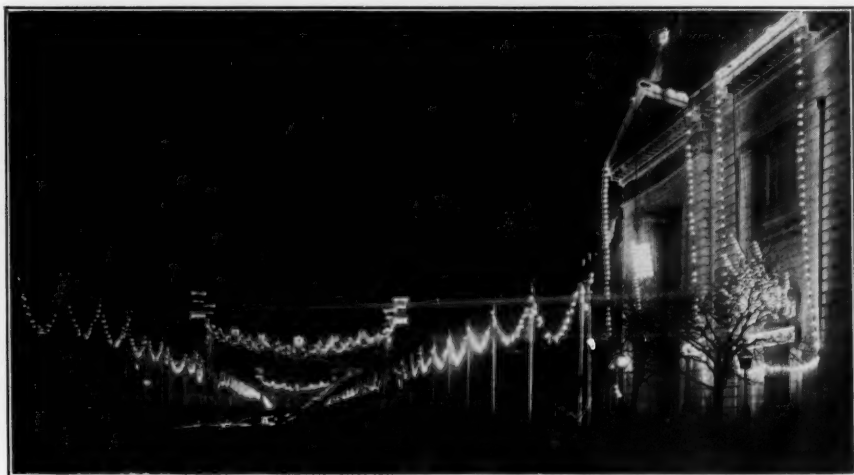
it appeared as an entirely new adjunct to the city.

What might be termed the "*pièce de resistance*" was the Court of Honor which extended from Fifteenth to Seventeenth Streets along Pennsylvania Avenue, with Lafayette Square on one side and the Treasury, the White House and the State, War and Navy building on the other. In the decoration of the Court of Honor 8,000 8-cp lamps were used. At each end of the reviewing stands, and right at the intersection of Jackson and Madison Places with The Avenue there were eight pylons eight feet in diameter at the base and forty feet high. These pylons were decorated with laurel and incandescent lamps from base to top, and lent dignity and grace to the general effect. Stretched across The Avenue between each group of pylons were great garlands of laurel leaves intertwined with 4-cp. incandescent lamps, and in the center of each streamer was the coat of arms of the United States worked out in electric lamps. At the intersection of the streamers stretched diagonally from the corner pylons in each group, was suspended a large sphere composed almost entirely of incandescent lamps. Connecting the pylon groups and extending beyond them east and west on both sides of The Avenue to Fifteenth and Seventeenth Streets, respectively, were rows of white poles 25 feet high surmounted by flower baskets made of wicker work, with electric lamps in the apertures. The two lines of poles were festooned with wreaths and streamers of laurel, all thickly

studded with incandescent lamps. The effect of these electric decorations enhanced by the beautiful floral embellishment produced a scene of gorgeous magnificence.

The efforts we made to secure the necessary appropriation for the expenses of the street illumination were almost as nothing compared with our activities in soliciting for the decoration of business houses along the line of the parade. Here was where we touched the individ-

which showed photographs of other decorative electric illumination, and called attention to what had been done in other cities on special occasions. These letter-heads were used for all local correspondence after January 1st. The post-cards, of which there were about a dozen, were mailed to all business establishments along Pennsylvania Avenue, at intervals of a week or so. Both these schemes proved very successful in arousing civic pride



View of Court of Honor Looking West from Fifteenth Street. Decorations on Two Banking Houses Shown at the Right

ual bank account, and where it was necessary to show returns for the expense incurred in the installing and operating of the lights.

As early as last December we began getting together matter that would be of service to us in our proposed campaign for this class of lighting. We first prepared a series of post-cards, showing photographs of electrically decorated business houses in other cities, many of them taken at carnival times. We also had special letter-heads made up

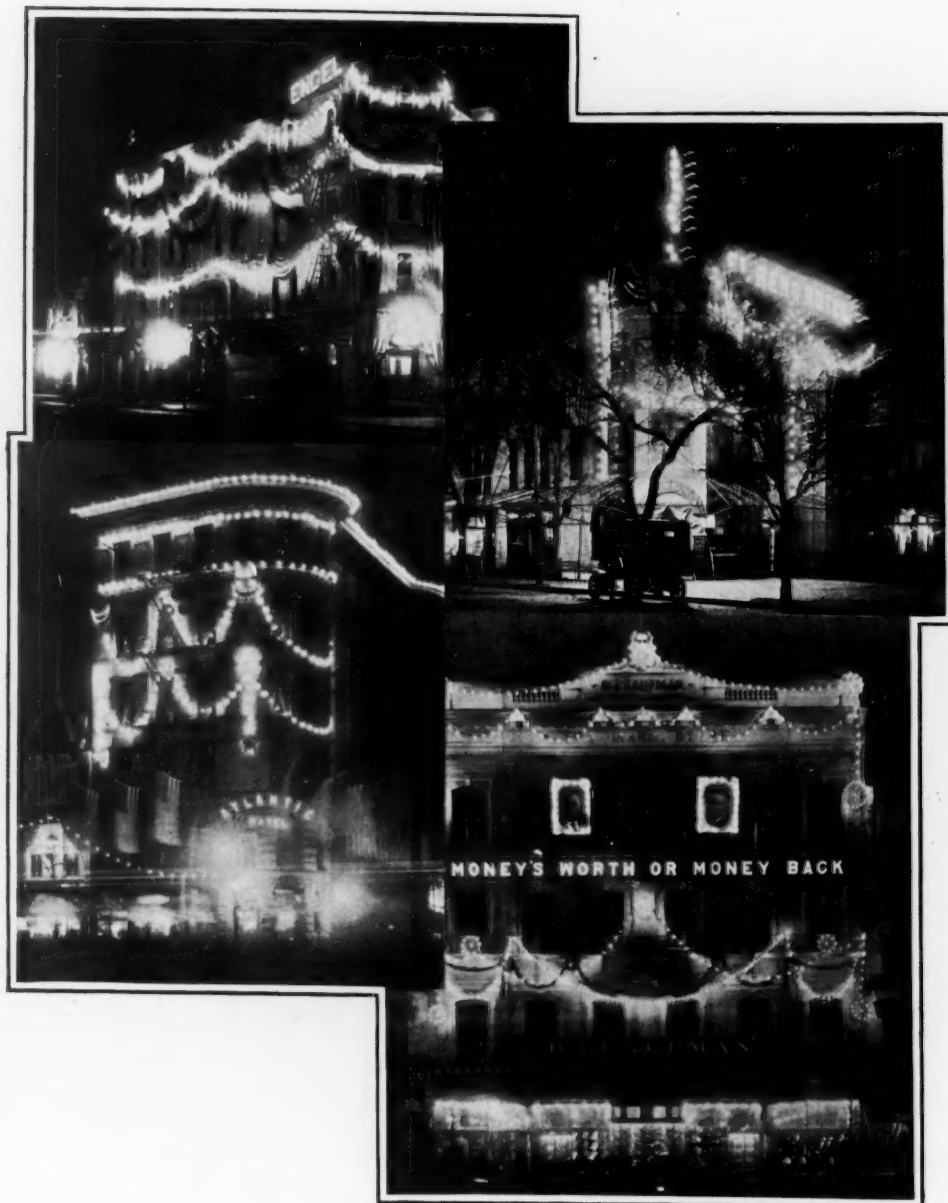
among the merchants, and we received a number of inquiries replying to them.

The most effective argument we used, however, was a series of night photographs of the more prominent business houses along The Avenue, on which the writer had designed suitable schemes for decoration, and with a large needle perforated the designs. Ornaments such as stars and crescents were shown as colored lights by fastening artist's gelatine to the back of the photograph and



coloring it red or green by the use of water colors. When the merchant was called upon the picture was exhibited, and when placed in front of a light it gave a graphic pic-

ture in miniature of the exact appearance of the building if so decorated. These pictures aroused the enthusiasm of the merchants and in a number of cases an order was im-



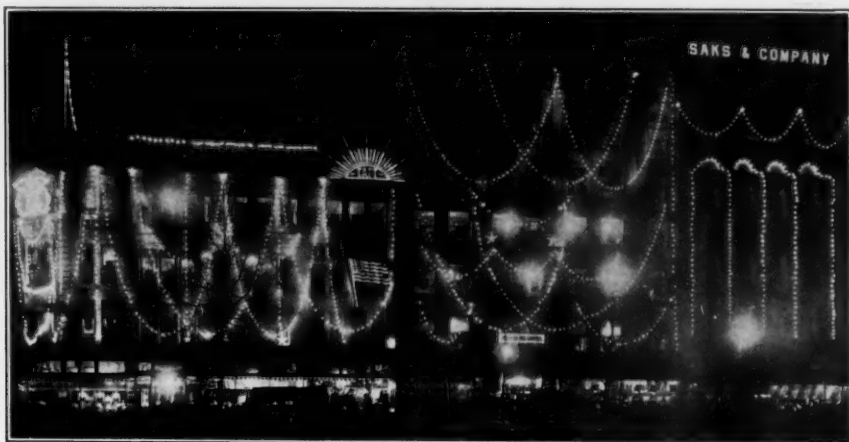
Special Inaugural Illumination in Washington, D. C.

mediately secured for the equipment of the building, as shown in the design submitted.

The same method was employed in presenting to the General Committee our designs for the illuminating of Pennsylvania Avenue. We used a large photograph about two feet square, mounted on one end of a box, in which were installed five incandescent lamps. This box was placed in a dark room, and when the light was turned on, gave a graphic picture of The Avenue as it

outlined with several hundred lights. These installations ran from 50 to 2,000 lamps, and there was not a square from the Capitol to the White House that did not have several illuminated buildings. The Capitol itself was illuminated by several large searchlights placed on buildings in the immediate vicinity and other government buildings were outlined.

As everyone probably knows, Washington was visited on Inauguration Day with the worst blizzard



Inaugural Illumination of Department Store on Pennsylvania Avenue.

would look when decorated with the arches. This photograph, I think, had a great effect upon the Committee, and was one of the things that assisted us in securing so large an appropriation this year.

Among the many buildings decorated were banks, hotels, newspaper offices, department stores and various other business houses; and, strange as it may seem, even a casket establishment helped lend brightness to The Avenue by having the entire front of its building

we have seen for years, and for the several days preceding the weather was dark and stormy. The crowds, however, were without parallel at previous inaugurations, hotels were turning people away and the night before the ceremonies it was estimated that 1500 people sought shelter in the Union Depot. We were, therefore, most anxious that our customers should secure all possible advertising benefit from their expenditures for the special illumination, and that if possible, they

should not suffer loss through the inclemency of the weather. Special delivery letters were sent out to each of these customers suggesting that his building might be made especially conspicuous at a nominal cost by burning the lights during the day. As a result of this letter every sign and electrical decoration on The Avenue was burning the entire afternoon of March 3rd and the merchants and the throngs of visi-

tors were enthusiastic. This we think is unprecedented.

The results of this our first campaign for temporary decorative lighting were very gratifying and we feel that we have opened a field that with a little fostering will eventually lead to permanent outline and decorative lighting in our business districts, and place Washington among the best illuminated cities of the country.

## A Dollar Idea

By Geo. E. Putnam, Representative  
The Denver Gas & Electric Company, Denver, Colo.



**T**O secure electric display lighting from national advertisers, the following method was adopted by the Denver Commercial Department:

Each territory representative was requested to furnish a list of the most desirable roof and other locations which could be obtained in his district. Full details as to price asked for same on a yearly rental basis, advantages from a publicity point of view, etc., were obtained in each instance.

Photographs were taken then of these advantageous locations and with data applying in each case were mailed to the different prospects. Attention was drawn to the fact that Denver, because it is visited yearly by thousands of tourists, health and pleasure seekers, in addition to the general traveling public, is an exceptionally good field for this class of advertising.

Mention was also made of the very favorable, low flat-rate made by our Company for long hour lighting load and the communication closed with an invitation to correspond with our sign lighting expert who is pleased to submit definite figures, relative to construction cost and current rates for any proposed installation.



## *Plan of Campaign to be Followed in Selling Central Station Power*

Entered in the February Prize Contest—Second Award

BY ROY A. MACGREGOR, POWER SPECIALIST  
EASTON GAS AND ELECTRIC COMPANY, EASTON, PA.

**I**N selling power I have always had a distinct plan of procedure which I vary slightly to meet different cases and different personalities. I might classify it under four distinct heads:—

1. Meeting and interesting the manager of the business desired.
2. Investigating the conditions of the factory operation.
3. Preparing and presenting the proposition.
4. Closing the contract.

In my investigation of a plant I make a rough sketch of the location of the different machines, line, shaft belts, pulleys, engine, and whatever applies to the development and transmission of the power I wish to supplant.

I call upon the man whom I wish to convert to electric drive and talk generalities only. It is useless to tell him at that time, even if you know, what he can do in the way of economy, increasing his production or improving his plant conditions, as I have yet to find a man who, though he might agree that electric drive is best for some business did not still consider his case an exception. So on this first call I often admit the case to be unique and state that it is owing to this very difference that I wish to investigate his plant conditions and

submit a proposition to him showing him just how his plant works out, and that he can then consider whether he wants our power or not. In other words, my first call is for the purpose of getting permission to look over and study his plant, and also his consent to my reporting to him in the form of a proposition whatever I see in his business that applies to the subject in hand. I bring out the point that he is under no obligations to do business no matter what the result is, and that the work is done willingly, without cost to him, and then by cheerfulness and good fellowship I endeavor to arouse his interest in me and in my work, as I consider this the first step in getting that confidence which will be necessary before the contract is closed.

I make an appointment as to when this investigation is to commence and keep it. I talk with the men in charge, getting their ideas as to the proper speeds of machines, power required, and any change in arrangement of machines I might wish to suggest, and if they do not agree with me, endeavor to come to an understanding then and there, as there is nothing that will help more than the foreman's recommendation, or do more hurt than his disapproval of any change in

machines or any other radical suggestions made.

If necessary to determine the load factor I indicate the engine, taking cards every five, ten or fifteen minutes for a day or so, according to the fluctuations of the load, or until satisfied that I have a line on the correct average load from which to determine the load factor. The acquaintance of the fireman and engineer (or both as the case may be) is also cultivated, for from them can be ascertained the amount of coal used per day, the labor expense and the other items that go to make up the cost.

The information compiled is then studied and I decide just what to recommend, placing motors in rough sketch in red ink and showing all shafting, belts, pulleys, and any other useless power using apparatus I wish to eliminate. An estimate as to consumption is made and the rate chosen which will apply to the best advantage. Having already found the former costs, I can easily figure to show a saving that will warrant the investment. Next is figured the approximate cost of installation to determine the investment, and then I am ready to write out the proposition, which should be done in ninety cases out of every hundred, as it shows that you are not afraid to put in black and white what you believe and what you say.

We are now ready for step number three, which is preparing and presenting the proposition. To best illustrate this, I am presenting a proposition written within a month

to a firm operating a medium sized planing mill.

Gentlemen:—

I hand you herewith the result of my investigation of your plant conditions and what I consider a very conservative estimate of the cost of electric current to do your work, together with a proposition to furnish same, and an estimate of the cost of motor installation.

I have purposely estimated this matter a little higher than I really expect it to be, as I prefer to have you run on an average of five dollars a month lower than my estimate than fifty cents a month higher.

The ideal drive for the use of electric power is a separate motor for each machine, but when the current saving by this method ceases to pay at least fifteen per cent on the investment it is not a success from a strictly financial point of view, although the cleanliness, convenience and flexibility of such an installation sometimes makes it more desirable. In studying and laying out your plant I have governed myself wholly from the money side and laid out a drive that can easily be changed to individual, either as a whole or step by step at any time if you should wish.

I enclose a sketch outlining a very flexible and economical equipment as compared with your present system of power development. This sketch calls for the installation of nine motors arranged as follows:

A fifteen horse power motor belted to countershaft of large sander.

A ten horse power motor driving about twenty-four feet of line shaft, to which is belted your 26" double surfacer and 9 inch five column moulder.

A seven and one-half horse power motor driving about 32 feet of line shaft, to which is belted your 14" rip saw, the 16" jointer and your very light sticker.

A seven and one-half horse power motor driving about twenty-four feet of line shaft, to which is now belted your roll sander, lathe, single headed shaper, post sander, 34" band saw, 24" pony planer, chuck and jig saw.

A five horse power motor driving about ten feet of line shaft to which is now belted

your cut-off saw and dado, 3" double belt sander, panel raiser, and small rip saw.

A three horse power motor driving about sixteen feet of line shaft to which is belted your 12" jointer, dovetailer, and 6" tenoner.

A five horse power motor driving about sixteen feet of line shaft to which is belted your 6" moulder, chain mortiser, and upright mortiser.

A three horse power motor belted to your cut-off saw.

A three horse power motor belted to your pocketing machine.

This gives you a total installation of nine motors of an aggregate capacity of fifty-nine horse power. With such an installation we would estimate your current cost to be as follows:—

59 horse power  $\times$  9 hours per day  $\times$  26 days per month would equal 13806 horse power hours per month if full load was on all motors continuously, but as this is not the case, due to different machines being used at different times and machines working under different loads, the average continuous load will not be greater than 25% of the total installed load, or in other words, the load factor of your plant is not greater than 25%. We therefore have 13806 horse power hours per month  $\times$  25% = 3452 horse power hours per month as your probable consumption in mechanical energy. It is now necessary to transpose this mechanical energy into electrical energy and the comparison is that a horse power of mechanical energy is equal to  $\frac{3}{4}$  of the electrical unit which is known as a kilowatt and with the time element included is called a kilowatt hour, so that 3452 horse power hours equal  $3452 \times \frac{3}{4}$  or 2589 kilowatt hours is my estimate of your average monthly consumption.

The only part of this estimate which can possibly be in error is the amount taken as the load factor and if you are in doubt as to this being correct, I stand ready to prove it by indicating your engine.

In regard to a proposition for the supply of this current, we will give you a rate of 3c. per kilo-watt hour net if you will guarantee to use fifty-one dollars worth of current each month. The above amount of current would cost you seventy-

seven dollars and sixty-seven cents (\$77.67), so that you see my statement that I can save you money holds good.

However, this is not the total cost as you are now getting heat for your building as well as for your dry house so that in order to draw a close comparison we must include this in the electric power cost. To cover this I would estimate as follows:—

Coal, 400 lbs. a day, 6 months in the year @ \$2.50 ton..	\$90.00
Fireman, 2 hrs. per day, 6 months @ 25c. per hr....	91.00
Electric power average \$75 per month.....	900.00
Total.....	\$1081.00

so that you would be able to cover your present requirements at about \$1100.00 a year for power and heat. In taking care of your dry kiln in summer when your large boiler is not under fire, a small ten or fifteen horse power upright boiler connected to your steam coils in the kiln so that the condensed steam will return to the boiler, will effectually take care of this part of your work at a minimum cost. The coal and attendance has been figured against the electric cost.

I offer the following as an estimate of your present costs:—

Coal .....	\$675.00
Water .....	150.00
Labor .....	780.00..
Oil, waste, packing, etc.,.....	50.00
Maintenance .....	100.00
Total.....	\$1755.00

Comparing this with the electric estimate of \$1081.00, we show a saving of \$674.00 a year in favor of electric drive. This saving, amounting to over \$600.00 a year will more than warrant the investment necessary to install the motors.

In regard to the investment or cost of electric equipment, I have carefully figured the cost of installing motors and furnishing everything necessary to deliver motors to you in a running condition and it can be done for about thirteen hundred and fifty dollars. In changing the electric drive you would abandon your engine, main

drive belt and two heavy cross drive belts on which you could realize probably as follows:—

Engine and piping.....	\$450.00
Belts and drive pulleys.....	300.00
	<hr/>
	\$750.00

Of course this is very much less than what they cost you but a price of this kind would mean ready sale and save considerable delay in converting the machinery into money. This leaves you an actual money investment of about six hundred dollars which you can save the first year and realize 100% upon each year thereafter.

We have considered this proposition from a purely financial standpoint and I know you will agree with me as to its desirability from that phase alone. In addition to this it takes all the bother of maintaining a high pressure power plant from your shoulders, it reduces the care of looking after supplies for this end of the business, it makes every man in your employ his own engineer. Overtime work is handled by the money earning men without any other expense than that attendant directly on the work in hand.

With the lessened fire hazard, increased efficiency of equipment, the greater flexibility of operation, and the desirable feature of absolute convenience as well as the money saving to be realized, electric drive is the most popular form of power today, and I am sure you will realize that it is essential to your plant.

Had it been necessary to prove the load factor I would have indicated the engine for a full working day, taking cards every fifteen minutes, with the mill running under ordinary conditions. Then just after closing time I would have taken some cards with the engine and main drive and whatever friction load I expected to eliminate. With these figures it is very easy to show what the electric costs would have been for that day with this as an average, for any length of time.

The shortest way to get an impression to the brain is through the eyes, as proven by the custom in vogue of demonstrating all comparative figures on cross section paper, and in hunting around for arguments and ways of presenting arguments most forcibly, I conceived the idea of plotting results or engine tests on cross section paper, and using that to impress more forcibly in the mind of my prospect, one of the reasons electric drive is more economical than any other form of power, and also proving that although a fifty horse power engine may be running the plant, it may not be developing 500 horse power hours in a ten hour run.

In this plan (see opposite page) the irregular line is the points as shown by the indicator cards.

The line B—C the average of these points.

The parallelogram A—B—C—D represents the average load on the engine or the load that would have been on if load had not been fluctuating. This, of course, includes all friction as well as machine loads.

Line E—F is drawn from cards taken to determine the amount of friction load to be eliminated.

Hence area A—B—C—D represents the total amount of power being developed by engine.

Area A—E—F—D, the amount of this power used to develop a friction or useless load and area E—B—C—F shows what part of the total load the electric installation would assume.

In presenting a sketch of this kind I always speak of the large area as the engine power, the fric-

tion area as the useless or waste power, and the last area as the electric or money making area.

It is very easy to determine the load factor from this, as we have a maximum of 26 horse power over friction and an average of 20 horse power over friction, so our load factor in connection with the maxi-

mum would be  $20/26 =$  about 77%.

In closing the contract good salesmanship only is required as we now have the good points of our argument and it is but necessary to force them home, gain the prospect's confidence, create the desire for the power and overcome his inability to say, "All right, go ahead."

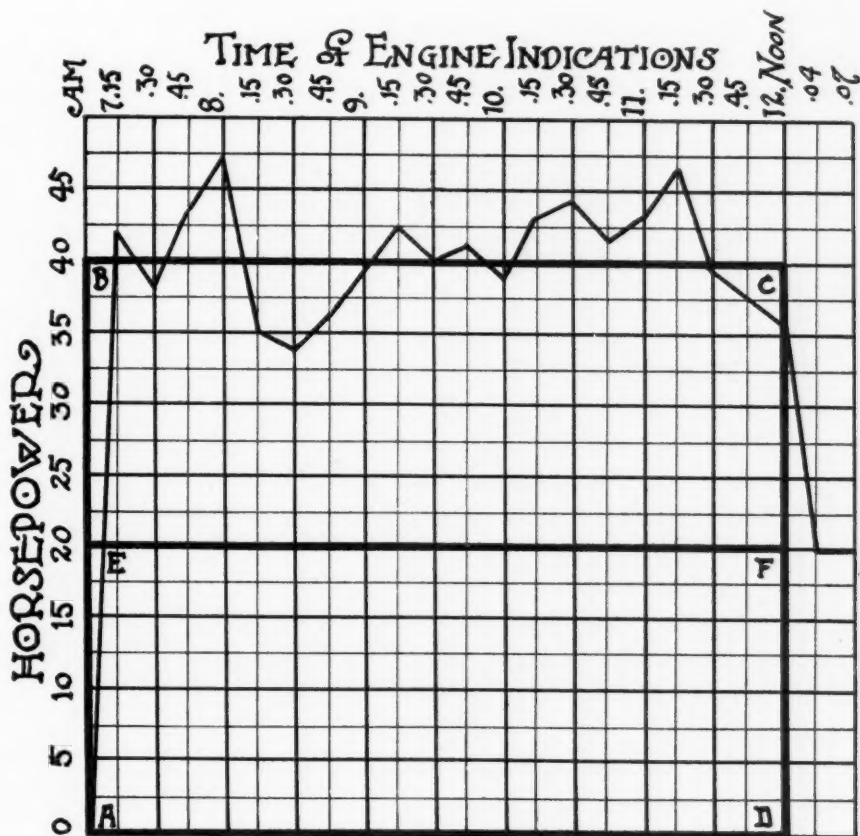


Chart of Engine Test



## A Dollar Idea

By S. S. Campbell, Representative  
The Denver Gas and Electric Co., Denver, Colo.



**B**Y giving a heating pad to each prominent physician, or leaving one of them on trial, you get them directly before the class of people needing appliances of this kind, also by cultivating the physicians and keeping before them all electrical appliances one can often get the names and addresses of good prospects.

## A Dollar Idea

By H. Almert, Engineer  
The Edison Light & Power Co., Wichita, Kansas



We are running this Ad. in our local papers:

## BURGLAR INSURANCE

**Our Rate on Residences  
Is the Lowest**

One 2-candle power lamp on the front porch and another on the back porch, left burning from bed time every night until you get up in the morning **will cost only 50c per month.**

This is by far the best and cheapest burglar insurance obtainable. Any person prowling around the house can be clearly seen. No thief in the night would take a chance when you are so protected.

Telephone today for particulars.

ILLUMINATING ENGINEERING DEPT.

**The Edison Light & Power Co.**

## *Power Conditions in Portland, Oregon*

How They Load Grain With Central Station Power on the Pacific Coast

By A. C. McMICKEN, CONTRACT AGENT

PORTLAND RAILWAY, LIGHT AND POWER CO., PORTLAND, OREGON

**T**HE opportunities for electric power business in the cities of the Pacific Northwest are manifold. This fact has long been realized by the central station managers but until recently power business has not had the attention it warranted owing to the enormous amount of work necessary to keep up with the growth of all of our Northwest cities.

Four years ago, when the writer took charge of the Power Department of the Portland Railway, Light & Power Company, the power load connected, consisted of four hundred motors aggregating about three thousand horse power. This

load consisted mostly of electric elevators and small motor installations in machine shops, printing shops, etc. Owing to the very low price of fuel easily obtained from the numerous saw mills in and around Portland, and the abundance of water power available, most of the larger manufacturing concerns were operating by steam or water power. A systematic campaign was inaugurated to win over as much of this business as possible to the central station. All the different manufacturers were classified under their respective businesses—foundries, machine shops, printers, planing mills, etc. Data



Electrically Driven Grain Conveyor, Used in Loading Vessels at Portland Docks

was secured showing the hours of operating, the amount of power used, and the approximate operating expenses. If the engines and boilers were old or in poor repair, special note was made of this fact and these firms were placed near the head of the list as the best prospects.

Literature on electric drive was mailed from time to time and in this manner much interest was aroused. Personal solicitation and good hard work won over a majority of these concerns, but a number of the larger manufacturing firms could not be reached. The company then decided to put in three or four complete motor installations in some of the largest and most representative factories and assume all the expense of a ninety day trial. If the installation proved as represented at the end of ninety days, the customer was to purchase same outright; if not satisfactory, the company was to bear all the expense. This was done and proved entirely satisfactory. Numerous manufacturers who had previously been very skeptical were now ready to talk electric power and new confidence in the company was inspired.

A special power man is always in the employ of the company who not only looks out for every opportunity to install electric drive, but also makes suggestions for bettering the installations of old or prospective customers. In many instances he is called upon to "lay out" the entire equipment of machine shops, factories, etc. This, of course, presents splendid opportuni-

ties for applying motors. Very friendly relations are maintained with machinery houses, architects and engineers, and through them we are put in touch with much new business.

At the present time we have a connected power load of about twenty-one thousand horse power. As Portland is not primarily a manufacturing city, we feel that we have done well to increase our power load eighteen thousand horse power in less than four years.

A feature of the power business which is often overlooked is taking care of the customer after his business is secured. This is just as important as getting the business. The policy of this company has always been to give prompt attention to all complaints of power customers whether they pertain to the size of the bill or to the operation or condition of motors. Showing the customer that we are interested in his welfare makes him a better customer and at the same time builds up the power business.

One of the most interesting local applications of electric power is its use in handling grain. Portland is the largest wheat shipping port on the Pacific and millions of bushels of wheat are exported annually. Electric power is used exclusively for cleaning, sacking, and handling the wheat and belt conveyors, many of them over one thousand feet in length, carry the sacked grain from one end of the docks to the other, thus eliminating men with hand trucks. The grain carrying vessels are given quick des-



patch by means of portable electric conveyors.

The wheat cleaning and sacking machinery usually requires from 100 to 150 hp. and the "mill" is usually operated by a single motor. The belt conveyors, about ten in number, require upwards of 100 hp. These belts are twenty-four inches in width and the length varies from 50 feet to 500 feet, depending on the size of the dock and the location of the cleaning and sacking mill. Ten or twelve small motors averaging 10 hp. each are used to move the belts. The grain is first conveyed in bulk to the storage bins from which it is carried to the cleaning mill. After being cleaned and sacked other belt conveyors carry the

wheat to different parts of the dock for storage, or if a vessel is to be loaded, the grain is carried to the river side of the dock where the portable conveyors carry the sacks to the hold of the ship.

These conveyors, which can be adapted readily to loading any ship, are operated by 5 hp. direct-connected motors, driving a cleated belt over forty-foot conveyors, and are capable of loading into steamers or ships several thousand sacks of grain per hour, up and over high elevations. An ordinary belt conveyor will handle 2200 bushels of wheat per hour.

This class of business is usually off peak and our average rate per kwh. is two cents.

## A Dollar Idea

Thomas F. Kelly, Contract Agent  
The Hamilton Cataract Power, Light & Traction Co.  
Hamilton, Canada



**O**UR traction department has for some time sold the space on the back of the street car tickets to advertisers. The idea came to me when I noticed the number of people who read these little ads while waiting for the conductor's approach with fare-box, to secure this space and advertise electric light. This was done and now our six-for-a-quarter car tickets have the following advertisements on the back.

Use Electric Light in Your Homes and Business It Pays	Electric Light for House Lighting Convenient Safe Healthy Cheap	Electric Irons in the Home are Cheap Convenient Clean	Up-to-Date Stores use Electric Light	Electric Signs are Business Getters	Electrically Lighted Windows Attract Attention
---	--	---	--	---	--

(Actual size of tickets, in strips of six, 1¼ x 5½ inches.)

Of course it is impossible to trace the result but we feel sure we are well paid for the outlay.

## Electric Signs and Displays for Churches

---

**I**N the last issue of **SELLING ELECTRICITY** we published an article entitled "Brightening the Bank"—an argument in behalf of the use of electric signs and display lighting by banks. Photographs of twenty-odd bank signs in various parts of the country were reproduced, the whole being designed to aid the central station in developing this difficult class of business. Over 800 marked copies of this issue were sent to as many bank officials on the order of their local lighting companies, and we have received a number of letters from central station men expressing enthusiastic approval of the scheme.

In our April number will appear a similar article setting forth the advantages of electric signs and display lighting for churches. Photographs of a number of beautiful outdoor church installations will illustrate and present proof, and the subject will be treated in a plain, straightforward, logical manner that can give no offense to the clergy and church officers for whose consideration it is designed.

Ask the average church member what he thinks of electric signs for churches, and he looks at you in amazement—and yet—and yet, ask him for concrete objections, and set forth the reasonable, irrefutable arguments in their favor and you have his interested attention. Moreover, there are churches, here and there all over the land, that are aiding in their good work through this medium.

The churches in your city are possible customers for electric advertising. Let us lay the matter before them.

We want to mail a copy of the issue containing this article to every church in your territory, and with an original personal letter to the official you may designate, calling his attention to the article, and arousing his interest. When you follow it up personally in a few days, he will be in possession of full and unprejudiced information on the subject and ripe for further negotiations.

We will send the magazine only for 10 cents a copy. If it is accompanied by the personally signed letter, the cost to us will be 25 cents. We ask no more of you.

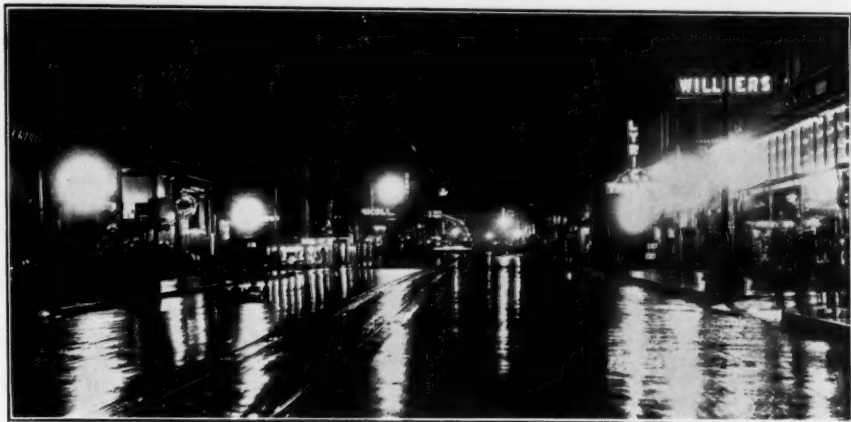
All orders must reach us by April 10th.

## *Flat Rate Window Lighting*

BY D. F. FRADETTE, CONTRACT AGENT  
DES MOINES ELECTRIC COMPANY, DES MOINES, IOWA

THE success of flat rate window lighting has been well demonstrated in Des Moines, and we feel confident that it was the right move at the right time. We now have over thirty windows in the flat rate system and they are all of them better lighted than the best previous to the flat rate campaign and the revenue has in every case been materially increased. We

enough, are now lighted every night and where we once had strong competition, we now have business that we could not touch before coming to us voluntarily. All this is due to a knowledge of illuminating engineering, a special effort in the right direction, and taking the path of least resistance to gain our end. Also, it has resulted in raising the standard of il-



Street Scene, Des Moines, Iowa

have also secured, due to this superior lighting, about sixty interiors, any one of which is better lighted than before, and about twenty of them are new consumers brought over from other systems of lighting.

Business houses that were once lighted by gas are now lighted by electricity exclusively and are the company's best boosters. Chronic kickers are also boosting. Windows that were only lighted on Saturday evenings, and then not half

lumination in Des Moines about two hundred per cent. This path of least resistance was a flat rate to include free tungsten lamps and shades, and the services of a patrol to turn the lights on and off. In the show windows is the best place to demonstrate tungsten lamps and a high standard of illumination, for there they are most appreciated, and lead inevitably to the installation of the same system inside the store. Moreover, on flat rate win-

dow lighting, you may cut rates per kwh. without affecting rates generally. It is advisable to give a better rate per kwh. on this business, it being your desire to influence the consumer to properly install a lesser number of lamps and secure more satisfying illumination and the long hour service may be depended upon to compensate for the cut in rate.

The main argument in favor of the higher standard of illumination is that the consumer is entitled to a perfect light, a light that will please him and cause his friends and customers to make comment, and he should have a light that cannot be equalled by your competitor, the gas company. It is this policy which we have introduced energetically, persistently, consistently, and the improved appearance of our streets in the shopping district at night is gratifying evidence of its sound success.

Our new business organization consists of an illuminating engineer, and two representatives who understand illuminating engineering sufficiently to take care of small jobs, and we are working the business section hard for flat rate window, sign and display lighting. At the same time, particular attention is being given to interior lighting, as this business seems to come more easily and the field is exceptionally good.

To give some idea of the increase in business attributable to this campaign, we might cite the number of tungsten lamps sold per month. Three months ago, we were installing about 250 tungsten lamps per month and now we are running close to 1200 per month, and on a number of occasions we have put out as high as 300 per day.

For a city of 65,000 people, we feel that this is a pretty good record.

## A Dollar Idea

By Eugene A. Creed, New Business Manager  
Auburn Light, Heat and Power Company, Auburn, N. Y.



**W**E heard that one of the leading grocers had rented space to a firm of coffee dealers for demonstration purposes. Putting a coffee percolator under one arm and a two-quart water heater under the other, we hastened to the store where, quickly gaining the ear of the manager, we offered the use of the electric percolator and water heater gratis, and in accepting same he agreed to instruct the demonstrator to feature the percolator. The water will be used for heating water to rinse the cups and saucers. The grocer pays for the current consumed.

## *The Electric Automobile in Rockford*

By F. H. GOLDING, MANAGER

ROCKFORD ELECTRIC COMPANY, ROCKFORD, ILL.

**E**LECTRIC light and power companies are working overtime to create demand for current, pushing the sale of electric flat irons, curling irons, hot plates, water heaters, chafing dishes and other home comforts; and yet these things are all of trifling importance, revenue considered, as compared with the electric automobile.

Every central station finds itself in one of three positions as regards the electric vehicle:—

1. Either there are no electrics in the city;

2. Or there are few electrics because charging is too costly and no effort has been made to render their use convenient;

3. Or, favored by a fair rate for current and energetic efforts in their behalf by the company, there are many electrics. Under any of these conditions, the electric company can do much towards increasing the number of electric automobiles in town, and thereby secure for itself very desirable business.

A fair rate for current is the first requisite, regulating the hours of use so that all charging will be done "off-peak". This is easily accomplished as the hours of charging are practically fixed by the vehicle itself, it being naturally charged during the hours when it is least likely to be used. The public garage will ordinarily start charging about midnight and the private owner will usually put his vehicle

on charge in the evening, shutting off the current in the morning. With a reasonable rate for current, the number of electric vehicles in any city will increase rapidly. For instance in Savannah, Georgia, more than one hundred vehicles were sold in two seasons.

In 1904 the Rockford Company, through the contract agent and two associates, inaugurated a vigorous automobile campaign, there being at that time only one or two electrics in the city. A charging station was fitted up in connection with the company's storage battery plant, the battery attendant looking after vehicle charging. A rate of six cents per kwh. was established with a minimum of one dollar per month, and the understanding that the owner of the automobile would not charge his batteries between the hours of 4 p. m. and 9 p. m., during the months of November, December, January, February and March, thus keeping the extra load off our peak during these months.

Immediately the sale of electrics in Rockford boomed and today, with 50,000 population, the city has more than 130 electrics in daily use. It has six public garages where electric vehicles are charged and cared for, and fifty-five vehicle owners have charging plants in their own garages.

For the past year, the fifty-five private garages have paid the company an average of \$42.50 per year



each and the average yearly revenue from all electrics in use will approximate nearly \$60 each. The central station rate for public charging is six cents net for "off-peak" service and the public garages offer a rate of \$24 per month for a twenty-four cell vehicle, which includes charging, washing, delivery and ordinary general attention. The garage rate, however, does not include tire repairs, extraordinary electric repairs or battery washing and renewals. The failure of private charging stations to reach the general average may be explained by the fact that private owners have more or less charging done at private garages.

A majority of the private plants are on the direct current system of the company but the number of motor-generators, on alternating current, is increasing and several are considering the purchase of mercury rectifiers.

The possibilities in the commercial motor wagon field are enormous and the motor wagon is booming everywhere. In this field the electric has many distinct advantages and no disadvantages. It is extremely simple, doesn't break down, and gives constant service with but slight possibility of get-

ting out of order. The maintenance cost is low and there is a pleasing absence of the frequent annoying repair bills that are naturally connected with the more delicate and complicated gasoline machine.

As a pleasure vehicle also, the electric automobile is in ever increasing demand, the simplicity of operation and its reliability, rendering it most attractive alike to the lady who drives her own machine and to the business man or physician who wishes to get along in a hurry, without the annoyance of cranking his machine after every call, the possibility of frozen radiators and the other kindred weaknesses of the electric's gasoline rival. The development of the thinner plate battery has banished the old bugaboo of short mileage and all the high grade electrics may now be had equipped with batteries which will give 80 to 100 miles on a single charge, under normal conditions.

With these facts before them, the surprise is not that central station managers are awakening to electric vehicle possibilities but that the move toward developing this current demand is not far more active.



## *The Vacuum Cleaner in Three New England Cities*

“WE have obtained very satisfactory results from a portable vacuum cleaner service which we recently instituted in our territory,” said Mr. Alex J. Campbell, General Manager of the New London (Conn.) Gas & Electric Company, in talking of his experiences in introducing household appliances.

“We found, in the first place, that opportunities for the sale of either a permanent or a portable cleaner were very limited. On the other hand, we are fortunate in having an unusually large number of residences wired for electricity, and we felt that there was a particularly good field for a regular vacuum cleaner service.

“We endeavored to induce some responsible party to purchase one and go into the business of cleaning houses, but could find no one willing to make the investment. Therefore, we went ahead on our own account and furnished a cleaner to a furniture mover who agreed to pay us at the rate of \$1.50 per day of eight hours for the time the cleaner is actually used. The machine is left in his possession and though we have no means of checking him, still we have every confidence in his honesty and believe that he makes us a correct statement of the extent to which the machine is used each month. He charges at the rate of \$10.00 per day, which includes the services of two men and carting the machine to and from the house.

“We agreed to do all necessary ad-

vertising, and began by advertising him and the cleaner over our name, but we soon found that the people were so pleased with the service that word of the good results was passed from one person to another, and advertising was not necessary.

“The machine is in quite constant use and of course all the current is obtained from our circuits. In many cases where parties do not have electricity in the house, arrangements are made with a neighbor whose house is wired, and the cleaner is operated by means of a cable running from one house to the other, the connected customer being properly discounted. We therefore furnish all the current that is used for house-cleaning and, in addition, obtain a very satisfactory return on our investment from the rental of the machine.”

New England people are known for their conservatism, which makes the methods and successes of “down east” central stations in introducing vacuum cleaners of particular interest. Records in the introduction of household appliances that would excite little comment in a western city are signal achievements in certain sections of the east, where there is strong sentiment against new methods, and innovations in household economies especially. In Boston conditions are, of course, more metropolitan, and though it is perhaps the centre of New England conservatism, naturally the field for vacuum cleaner business would be more productive.

The Edison Electric Illuminating Co. of Boston has recently placed a great many of these appliances on their lines, a special agent devoting all his time to this business. A house to house canvass has been made and churches, stores and theatres as well as private homes have been equipped. It was found that the vacuum cleaners costing \$300 or thereabouts, seemed to call for a larger investment than the average household was willing to make for this purpose. Search was made for a machine of a more moderate cost, and one was finally adopted which retails at \$100 for direct current and \$125 for alternating current. This price seemed to be very acceptable, and so far every machine placed in Boston has apparently given perfect satisfaction.

In an interview Mr. LaRue Vredenburgh of the Boston Edison Company said:—

"We have found that many of our customers had formerly been accustomed to employing the cleaning company to go to their houses with a portable machine on a wagon, and clean their various floors, carrying the hose up through windows. Two or three operations of this sort would cost the householder almost, if not quite, as much as to purchase one of the small machines.

"In some cases, we have secured business otherwise unobtainable, by arranging for two or more customers living in adjoining houses to join together in the purchase of the machine for mutual use.

"We are confident that the field is very large, and that a machine of about the price of the one we have

for sale can be utilized in a very great many places to good advantage."

The Rockville (Conn.) Gas & Electric Company has used the vacuum cleaner mainly as a medium of advertising, though some progress has been made in direct sale of apparatus.

Manager Wm. M. Lewis says: "We made arrangements with a Hartford manufacturer of vacuum cleaners,—located within eight miles of us—to install one of his one horse power machines in our office. Letters were then sent out to prospective buyers advising them that the machine was on exhibition and that if they cared to see a practical demonstration, we would be glad to clean such rugs, overcoats, etc., as they might care to bring.

"This vacuum cleaner sells for \$360 complete with all necessary tools, and in the five weeks we have had the apparatus we have placed three machines. Also the office has been crowded with interested customers requesting demonstrations on their overcoats and many bringing rugs and draperies—in fact a little of everything—and we have secured a vast amount of free advertising."

The combination of a portable cleaner service and the office demonstration to advertise it, should be a strong one, and with energetic enterprise on the part of the New Business man, productive of good revenue. The merits of the vacuum cleaner, however, are so appealing to all housewives by virtue of convenience and cleanliness in operation, that its ultimate popularity seems assured.



## \$15.00 Offer for Industrial Heating Story

---

**T**HE gas man spends much of his time among the shops and factories developing heating business, and much is heard of it. There is little said of the industrial applications of central station current, however, and yet there are innumerable instances where electricity is employed today, in shops and factories for annealing, baking and other original and ingenious uses.

Few people know, for illustration, that the gold leaf lettering on a Dixon pencil is imprinted by an electrical process and that a special heating appliance was devised to do the work. This is only one of many—we want to hear about the rest. Every central station heating man has had his experiences and many of them are unique. The details of such an installation are of interest and value to every man in the industry.

We offer our cheque for \$15.00 for the best story of an industrial heating installation. We will also pay \$5.00 each for the three entries next in order of merit. All, however, must be worthy.

This covers the field of glue pots, soldering irons and all special devices, only installations of smoothing irons and appliances for domestic use being barred. The articles must be not longer than 1500 words nor less than 1000 words and should be accompanied by at least one photograph for illustration.

All contributions must be received before April first.

---

The prize will be awarded by the following committee:—F. M. Tait, General Manager, Dayton Lighting Co., Dayton, Ohio; J. E. Davidson, General Manager, Consolidated Lighting Co., Montpelier, Vt., and the Editor of SELLING ELECTRICITY.



**FRED E. SCHORNSTEIN**

Sign Specialist

Edison Electric Illuminating Co., Brooklyn, N. Y.

# *Men Who've Made Good*

Intimate Sketches of Successful New Business Men

No. 2. FRED E. SCHORNSTEIN

**I** CLASSIFY men into three groups — big men, mediocre men, and failures. The big men all have some quality which is over-developed: the failures are mastered by a fault: the mediocres are just good average fellows.

Fred Schornstein is a big man and his over-developed quality is resourcefulness—the ability to tackle a brand new problem and get away with it.

Resourcefulness is rather a rare and somewhat mixed quality. It combines courage and the ability to “think on your feet.” It requires rugged health, a clear, cool brain, common sense and just the right amount of self-confidence. It means going after a thing with your whole body and soul—without fear and without brag.

When he first went to the Cincinnati Gas and Electric Company, it occurred to Schornstein that a certain church which he passed daily on his way to and from work should advertise electrically. He called upon the minister and told him, simply and candidly, how he, a stranger in the city, found no open welcome except from the saloons. The bars were brilliant and inviting: the churches gloomy and forbidding.

“Why does the saloon use signs and outline lighting?” said Schornstein to the preacher “Simply to

attract the man on the street. Why should you light up?—for the same sufficient reason. Whether you admit it or not, you're in competition with the saloon.

“As I passed your church last night I heard the choir singing ‘Lead Kindly Light’, but the only kindly light I could see was on the Stag Hotel on the next block.”

The minister was startled but the logic of the argument struck home. Today that church is surrounded by special lamp posts and bears a heart-warming “Welcome” sign over the door.

Schornstein's plus quality is shown here in three ways:—

1. He sold the first church sign in Cincinnati.
2. In his argument he was bold enough to put into plain words the chief failing of the church—aloofness.
3. He was quick and shrewd to quote the title of the best-loved song in the Protestant hymnal in his clinching argument.

That is resourcefulness.

\* \* \* \* \*

A few years ago, Schornstein was in Buffalo as special passenger agent for the Erie railroad. Peddling tickets—especially Erie tickets—is a thankless and unprofitable job, so he determined to change. About this time the Lackawanna

steel plant was large in the public eye.

"Me for it," said Schornstein, and went there.

He was put to work as a gate-keeper, his instructions being to throw out anybody who tried to get in without a pass. He began by throwing out the general manager of the plant. Now, mixing it up with the G. M. is a dangerous proposition. If you're wrong you lose your job; if you're right you may lose your job anyway unless the manager is pretty broad-guaged. Schornstein knew that General Manager Sheldon was of standard guage; knew that the incident was an opportunity to make an impression; and knew that he was right in refusing the "old man" admittance. The result was a promotion.

He was made assistant foreman and then general foreman of the yard. It was a big job. He didn't know a coke-oven from blast furnace when he took hold, but his native nerve and resourcefulness pulled him through. He did not try to bluff his superiors—to them he went humbly for advice and assistance—but to those under or equal to him he was adamant and when a crisis came he used common sense.

To try him out when he was an assistant foreman the superintendent increased his gang from twenty to eighty men. The other assistant foremen counseled him to kick or quit. "When you fellows begin to pay my rent I'll listen," said Schornstein coldly. "Just now the company's paying my rent and I'm busy earning it."

Another time—Christmas eve, it was—the general manager called him into the office. "Ten cars of machinery lost up the road," he said bluntly. "Go get 'em." "Yes, sir," said Fred, and ducked. From the purchasing agent he found what machinery it was; from the traffic clerk he got the route and car numbers; from the cashier, money. He bought two handkerchiefs and a pair of socks, kissed his wife good-bye by telephone, and within an hour was on his way. He found the cars on a side-track in Michigan and by judicious, though unethical, use of cash, cigars, whiskey and profanity brought them through in jig time. They arrived about one a. m. and next morning Schornstein was on the job when the whistle blew.

Shortly after that Sheldon ordered him to report as assistant superintendent of the merchant bar mill. "Yes, sir," said Fred, and when he got outside he asked one of the clerks, "What is a merchant bar mill?" But though he didn't know what it was he knew he could run it—and he did.

Nobody can climb very high in the steel business now-a-days who is not a chemist, and when Schornstein realized this he decided to quit. In the bar mill he had learned a little about gas producer plants—sometimes, to keep things going, he would spend a night stoking one,—so he decided to get into the gas business. The biggest gas man he knew of was Henry L. Doherty, to whom he wrote asking for a job. The job he finally landed was in the New Business De-

partment of the Cincinnati Gas and Electric Co.

From assistant superintendent of a large steel mill to plain central station solicitor is a long, discouraging drop, but having hit the earth Schornstein began to look about for a ladder to climb. There was a blackboard in the Cincinnati office upon which the record of each man was written. Schornstein saw his name at the bottom. "I guess that's the way to climb," he remarked and went out to sell gas stoves.

Now, get this one. Schornstein knew nothing of gas stoves and after listening to two or three demonstrations he decided that the other boys knew very little more. So he put the proposition up to his wife and they studied it together. The boys laughed, but when he sold fourteen stoves in one day they saw the point.

Schornstein's entire record is full of that sort of incident. He will try anything, but when he takes hold he studies it carefully, acts slowly and never takes anything for granted. He knew less about gas stoves than any man in the Cincinnati office when he started; within twenty-four hours he could give pointers to the best of them.

Here's how he sold a big sign:—The Cincinnati new business department was ordered to get after sign business. Schornstein looked the town over and picked out a just-completed factory as his. The factory was down the river in Micketown, away from all traffic.

"I want to interest you in an

electric sign," he said to the manager.

"Nix. We're too far from civilization," was the reply.

"If I show you that as many people will see it as see any other sign in town, will you buy?"

"Maybe."

Schornstein had spotted that factory from the Newport bridge. He spent a week counting trains, street cars, wagons and pedestrians, and in estimating how many thousands would see that sign. The figures were astonishing.

The manager of the plant was impressed but after a two-hour talk said, "I'll have to see the president." The president was impressed but after another two-hour talk said, "I'll have to refer it to the board of Directors." The Board was impressed but after a third two-hour session it replied, "Nothing doing."

You or I would have taken that as final. Not Schornstein. He hunted up the biggest stockholder in the concern and went at him. This time it took two hours and a half, but in the end he got the order. Anybody who thinks it an easy job to carry a proposition past a Board of Directors is welcome to try.

Life isn't all crises. Schornstein has his share of routine, petty worries and general discouragement. He sees the same kind of people you see, hears the same puerile excuse that "my business is different," and confronts the same wooden-headed opposition. But he doesn't become hardened. He keeps out of ruts. His enthusiasm is



always at boiling point, his brain always alert.

\* \* \* \* \*

This little screed is not written to gratify Schornstein, but to help others who are following his lead. Success is largely a knack—when you “catch on” it’s easy.

Schornstein’s method is as easy as any and the rules are few and simple. They are:—

1. Try. Grab hold of a proposition with both hands and don’t let go till you’re wholly licked.

2. Be humble. Never get the idea that you know it all, but never

back up until the other man proves that he knows more.

3. Be ambitious. The ruts are for mediocre men. Try something new.

4. Believe in yourself. Remember that you are one of the real people, but remember also that there are many, many others.

5. Keep moving. Don’t waste valuable time telling yourself how good you are. When you do a job, the only way to prove that it wasn’t an accident is to do it again. Repeating this operation soon makes success a habit.

## A Dollar Idea

G. W. Barlow, New Business Manager  
Indiana and Michigan Electric Co., South Bend, Ind.



**M**OST cities having electric lighting facilities have one or more theatres. The great pulling power of advertising space on the drop curtains that are used every show in vaudeville houses, and during specialties and for stock productions in the legitimate houses, is seldom realized since the artists have “faked” the street scenes and daubed on the ads indiscriminately.

When the next scenic artist reaches town, meet him, arrange for space, and then suggest that he paint a composite street scene from photos to be furnished by yourself. Street scenes from sign catalogues will do nicely, and with a little urging, you’ll have a thoroughly natural scene with the greatest number of electric signs of the roof, single face wall, and double face projecting types, that can be worked in effectively. The local advertisers will gladly pay a premium for a fac-simile of their own signs, and all of the signs will indirectly boost your sign business.

## *The 1909 "Made in Hamilton" Exposition*

By THOMAS F. KELLEY, CONTRACT AGENT

THE HAMILTON ELECTRIC LIGHT AND POWER CO., LTD., HAMILTON, CANADA

**S**TANLEY MILLS & CO., the largest department store in this the "Electric City of Canada", inaugurated in 1906 what is known far and wide as the "Made in Hamilton" Exposition. The fourth annual show was held this year from February 4th to 13th, and though not designed as an electrical exhibition we were able to turn it to good account and the electrical display was very impressive.

Unlike many similar affairs, the Hamilton exposition is held not only to show those products "Made in Hamilton" which are sold in the Stanley Mills & Co. store, but to bring to the public notice all the many different articles manufactured in the city. Starting in 1906 on a small scale and lasting a few days only, the affair has grown until now it covers the entire floor area of one story and is taxing the available space for a period of ten days. This year there were 102 different exhibits of all kinds of goods, such as electrical heating appliances, brass fixtures, meters, motors of all sizes, incandescent lamps, and innumerable other products from sail boats to tacks and from pure foods to fireworks. All the exhibits were arranged in booths and decorated with bunting and many incandescent lamps.

The electrical trades occupied three booths. One was taken by the Ontario Lantern & Lamp Co., Ltd., a branch of the Canadian

Westinghouse Co. and manufacturers of incandescent lamps and lanterns, from whom we buy all our carbon filament lamps; another booth was devoted to Chadwick Bros., one of our leading fixture houses and makers of their own goods; and the third was fitted up by this company. Owing to an unfortunate accident to the photographic plate, we are unable to show any views of our booth, which was well equipped with heating and cooking apparatus, lamps of all kinds and small motors.

The Ontario Lantern & Lamp Co. installed Westinghouse motors, "Made in Hamilton" and operated several machines, making "Made in Hamilton" goods on the spot. They also installed additional electrical effects giving one the idea upon entering the exposition that an electrical show was in progress. A special electric sign was made for the occasion blazing a word dear to all our hearts—"Hamilton."

We recognized the value of participating in such an affair and the opportunity it offered to get in touch with the people, and did our best to help on the good work. We were always to be found in our booth demonstrating "Made in Hamilton" heating appliances, irons, etc., and talking electric lighting and the electric drive. Besides selling some of the smaller appliances and closing several contracts for house lighting, we at the

end of exposition had lists with the names of people willing to receive an iron on trial and others who had requested estimates for the wiring of their homes, and last but not least, had interested several prospects in motors. The exposition gave us a golden opportunity in that respect as it put us in touch with manufacturers who had occasion to use them.

Thousands were attracted to the store by the exposition, and from the opening hour until closing time the crowds were enormous, all interested in home made goods. The affair received praise from all classes, and no doubt has not only been a good bit of advertising for the promoters of this show, but has also helped advertise "The Electric City of Canada" as a manufacturing centre of great Canadian prominence. The show was opened by the Mayor and during the following week attended by the Council in a body, and on another day

by a very representative gathering from the Board of Trade. During the exposition the Retail Hardware Men of Ontario, who were in convention in the city, also attended, and went away realizing the opportunity a retail merchant has of booming his native town.

The concrete results of the exposition have been very gratifying. Large sales have been realized by all exhibitors and a great deal of general advertising has been secured. For instance, the manager of a Winnipeg department store who happened to be in Toronto, heard of the "Made in Hamilton" show and came on to see it. While here, he purchased eight car loads of "Made in Hamilton" goods.

The Hamilton Electric Light & Power Company is well satisfied, for the exposition has been the medium of demonstrating to thousands of willing watchers, the advantages of electricity for light, heat, cooking and power.

## A Dollar Idea

By John C. McLaughlin, Chief Clerk  
Potomac Electric Power Co., Washington, D. C.



**T**O assist in securing sign contracts, we have had photographs taken of about forty or fifty of our flat rate signs. These photos, which are mounted on linen, have been placed in a soft leather binder of a size adaptable to the coat pocket.

By exhibiting these photographs to our prospective customer, and showing thereby what other local merchants are doing, we are enabled to raise a little more enthusiasm than we could were we to depend upon his imagination only. We have secured a number of contracts through the aid of these books, and have found them almost indispensable.

## *Pushing Tungstens in Kankakee*

By J. S. MALTMAN, SUPT. KANKAKEE ELECTRIC LIGHT CO., KANKAKEE, ILL.

TWO years ago, this time, we were busy in Kankakee trying to stop a gas arc landslide. Today the gas company is working hard to stop a tungsten landslide. Just about the time the German tungsten lamp made its appearance, the gas arcs were replacing our arcs at such a rate that we simply had to do something. The

The principle obstacle we had to overcome in getting the merchants to install tungstens was the fact that they had recently purchased gas arcs, investing about \$7.00 apiece in them, and were not very anxious to try electricity again after so recently changing over. In cases of this kind we would take in the gas arc at half price. We bought about fifty on



A Kankakee Installation of 50 Tungsten Lamps with Holophane Reflectors

importers of the tungsten lamp were offering a case of twelve as samples, and while it really seemed a desperate chance, we took the twelve and put them out. They made a hit and we ordered fifty more and began our tungsten campaign, which is still in force. Before the American tungsten came out we had put out 262 lamps and with the advent of the American lamps we had a good start and were enabled to reduce the price and offer larger units.

this basis; otherwise we employed no unusual methods, our solicitor simply calling on the merchants and explaining the lamp. We offered seven days' free trial of a cluster when there was no wiring to be done. A large percentage of these stuck, and it was a successful proposition.

It is amusing now to look back at a meeting of the Illuminating Engineering Society in Chicago a year ago last fall when our contract agent, Mr. Barlow, made some remarks

about the success we were having in Kankakee in putting out tungstens. The laughter that was caused made it impossible for him to continue his remarks, and this was not much over a year ago, mind you. A similar remark now would hardly be noticed.

Developing tungsten business in residences is more difficult for the solicitor than in stores, but on a campaign recently started we have been having excellent success. Many

We have now begun actively on a campaign for residence business offering seven days free trial. The lamps however must be put in by ourselves in the proper reflector and position, and if the socket is not on a wall switch, we use a short extension cord and keyless socket and thereby avoid the sharp snap of the switch directly on the lamp, and we also always insist on the proper reflector, which is of prime importance. There have been no sales lost on this account and tungsten lamps are so often unsatisfactory without efficient reflectors that it does more harm than good to put them out that way. For this reason we like the old size 40-watt lamp better than the smaller new one, moreover, it is obviously not suited for the old glass shade, or stalactites, and the consumer should buy a good reflector and increase the efficiency of his outfit.



Elks' Lodge Room, Kankakee, 12 100 watt Tungstens in 16 inch Holophane Hemispheres. A poor photograph of a Good Tungsten Installation

residence consumers are inclined to use gas to read by and electricity to fix the furnace and to go to bed by, but by putting in tungstens for reading lights we have increased the consumption of electricity considerably. We had a woman solicitor put out, on a seven days' trial, ten 40-watt tungstens complete with the proper reflectors, and when she followed these up at the end of the trial period, eight out of the ten were retained by the consumers.

Up to date, we have put out eighty-nine lamps in residences on this basis, forty-five of which have been purchased and six returned, thirty-eight not having been out a week. We have sold outright to residences quite a number of lamps outside of those on free trial, many having seen them at some neighbor's home and buying direct through our office. In all we have sold approximately 2,000 tungstens to date, about half of them being the 100-watt size.



## *Commercial Plans Require Judgment\**

BY ALEX. J. CAMPBELL

SECRETARY AND GENERAL MANAGER NEW LONDON GAS & ELECTRIC COMPANY  
NEW LONDON, CONN.

**D**ISCRETION"—so runs the proverb—"is the better part of valor," and to my mind it comes very near being the better part of new business-getting also. I will grant the importance, yes, the absolute necessity of zeal, enthusiasm and ginger, but you must grant that discretion and judgment are almost, if not equally, important. Enthusiasm turned loose, and a mania for securing new customers without regard to their value to the company, or other considerations, are about as harmful as a non-progressive policy. Perhaps they are even more harmful, because they require the spending of money, and if you are non-progressive you are at least not apt to spend money although you may make none.

On what points, you ask, should discretion and judgment be exercised? They are many. The character of the community, and perhaps the geographical location, have a most important bearing upon the methods to be used in getting new business. The present income of the company, its financial condition, its indebtedness and the condition of its plant and equipment largely determine whether money should be spent lavishly or with the utmost caution.

If for example, the company is in a good financial condition and the

equipment is sufficient to handle the business, but the field is undeveloped, then probably a most aggressive campaign will be desirable. New business will come quickly and easily, and the effect of a vigorous campaign will last for some time even after the activity has ceased. In other words, it is easy to skim the cream and worth while to go at it vigorously. On the other hand, if we assume a territory well covered and developed, quiet persistent work will probably yield better net returns than an aggressive campaign. If there is not much new business in sight, if there is no cream to skim, you can easily and unnecessarily spend money in a new business campaign out of all proportion to the returns.

Comparing different sections of the country, and speaking broadly, the West may be said to plan on what it can make, the East on what it can save. The westerner then, is more apt to spend a dollar with the hope of making money. His manner of business is more active, his trade is expanding, and he can be reached by aggressive methods. The easterner, however, has settled down to more fixed conditions, and knows the extent of the territory from which he can draw trade. As against the growing business of the westerner, the easterner watches his gross receipts more closely, plans his expenditure more cautiously, and expects to increase his net income as much by reducing ex-

\* Reprinted from *New Business Report*, 1909, National Commercial Gas Association by special permission, Copyright 1908 by George Williams.

penses as by increasing the business.

Therefore the methods which would produce results in western cities fall on deaf ears in the East and result in a waste of money, while the quiet, persistent methods that tell in the East result in a waste of time, if applied to the West. They would in the end secure business, much of which might be secured more promptly by more active means.

To my way of thinking, the object to be aimed at is not simply the sale of the greatest number of ranges and appliances, but the best net results to each company, and to secure these the conditions of each particular case must be studied most carefully. It is for these reasons that I believe judgment and discretion in new business getting take equal rank with zeal and enthusiasm.

## A Dollar Idea

Eugene A. Creed, Manager New Business Dept.  
Auburn Light, Heat and Power Co., Auburn, New York



**C**ONTRACTS have been closed since the law of contracts was first written, and many strange agreements have been signed, sealed and delivered in many unusual places, but the oddest place to close a contract, as well as the queerest time, was on a truck standing at the curb while a circus parade was passing.

We were on our way to see a wise old fellow whom we had been after for a long time, endeavoring to convince him that motors, driven from the central station, were the only machines worth having to drive punches, riveters, air compressors, rolls, etc., in a boiler shop. At the time he was using steam power, a 60 hp. engine.

As we were about to step on the car, we met him stepping off. We greeted him, and stated our errand. He advised us he didn't talk business on a circus day. Said he was down town for the express purpose of viewing the parade. We decided to go along.

A few days before we had taken our prospect to visit a motor driven boiler plant, so he was familiar with all the details of our proposition.

While waiting for the parade he said, "Let's see that contract." We handed over the papers. He scanned them closely, then said, "Where's your pen? I'll sign these now. It's not necessary for you to come 'way out to the shop, now get your lines out in a hurry."

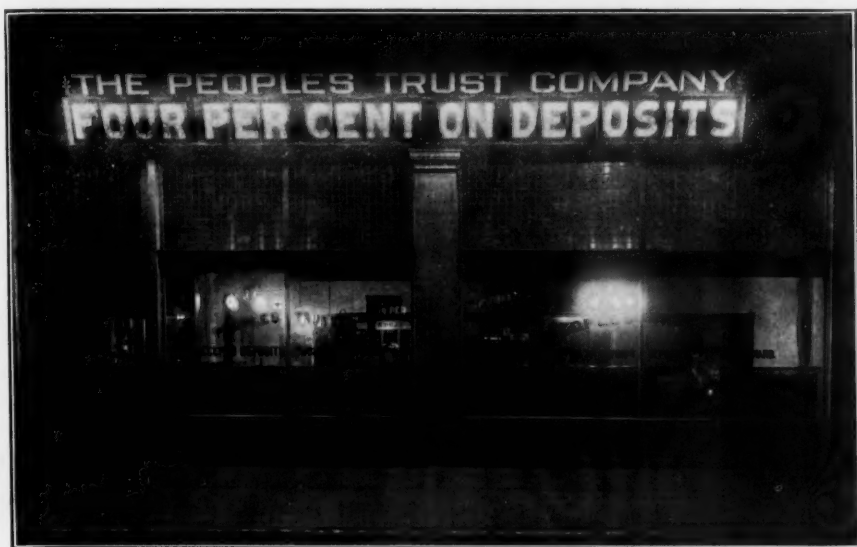
I witnessed that parade with more joy in my heart than I had ever known before. But the IDEA. Take your prospect to visit successful installations.

## *A Case of Co-operative Advertising*

**H**ERE is an instance where a banking house in Muncie, Indiana, has departed from the time-worn and proverbial bank conservatism, and installed over the width of their office front an electric sign equipped with a flasher. They have chosen for the sign

wording a direct appeal for business, an offer of four per cent on deposits as an inducement to the public to open accounts.

The following advertisement which recently appeared in the local press is worthy of some study :



Three million, two hundred and ninety-four thousand times each year our Electric Sign, shown above, reads or flashes out the words: **"FOUR PER CENT ON DEPOSITS."** Though you may pass up or down the east side of Walnut Street every night in the year you will find you are unable to get by that sign without reading it, and it makes a lasting impression upon you. Try it and see. A business house that does not invoke the aid of Electricity in its advertising campaign is behind the times. We believe the sign here shown will be worth \$50,000 to us in additional deposits for each year that we may run it.

### **Peoples Trust Company**

At first flush, it impresses the reader as being probably of more value to the Muncie Electric Light Company, supplying the current for the sign, than to the Peoples Trust Company whose ad. it is. The Trust Company, however, is

campaigning for business with their offer of interest as the slogan. They are working to build up a reputation for live business methods, and progressive activity and this advertisement is designed to draw the public attention to an evidence of this enterprise.

## The Selling End of the Business

### III. What Your Business Means to Your Town

BY GEORGE B. SPENCE

**Y**OUR business stands for something in your town.

What does it stand for?

Does it stand for success—profits—dividends?

Or—does it stand for failure?

Is the stock of your company selling “up”—or “down”?

You can't get away from what your business stands for in your town, you know.

You've got to face it—and face it all the time—every day of your life.

Consequently—it's “up to you” to make your business stand for something worth while.

If you are making no profit—paying no dividends on the capital stock of your company—then your salary is coming out of “the principal” of that capital.

Your money is being made out of the stockholders (of which you may be one) instead of out of your customers, which is what the business was organized for.

\* \* \* \*

Every Electric Company is expect-

ed, by its stockholders, to make money for them, out of its customers.

That is why the stockholders subscribed for the company's stock.

If the stockholders hadn't expected to realize dividends on their investments, they wouldn't have put money into the concern and it would never have been started.

Therefore, if your company fails to pay dividends, your stockholders have a right to “kick”.

Because — *they* are “paying the freight”.

Every month that a concern fails to make a profit, its expenses may rightly be compared to an assessment on the stock.

Because—these expenses are then coming out of “the principal”, or subscribed value, of that stock and it is growing less valuable by the amount of its expenses.

If such conditions prevail in your concern—or, if such conditions are likely to prevail in your concern—*now* is the time for you to look at the situation squarely and take measures to correct it.



George B. Spencer

Because—you cannot afford to have your business stand for failure in your town.

When a business is "a failure", the man who has been managing that business has to bear the blame.

And—bearing the blame for failure is no small matter.

\* \* \* \*

The failure—or suspension—of a company means loss, disappointment and discouragement for stockholders.

It means dis-satisfied creditors—who will be "sore" on your town because they were "stung" there.

It means that bankers will have less confidence in local enterprise in your town.

It means that Electric Service will seem too much of an improvement for your town to live up to.

It may mean employees out of jobs.

It means tradesmen must wait for payment of their bills or let them go unpaid.

It means "a black eye" for the business reputation of your town.

And—for all these conditions, the manager of the business that fails must shoulder the blame. Whether he will or no, the blame is put on him.

Can any manager of any company afford to let himself be blamed for such conditions?

Isn't it "up to" such managers to be constantly on the lookout for more economical methods of transacting present business—and new methods of getting more profitable business?

Such methods have to be learned, remember—knowledge of them doesn't come as inspiration.

You may put your company on a paying basis by studying the profit-

able methods of some other successful company.

But—you won't find out about these profitable methods unless you study and investigate them.

Finding out anything worth while means work—it means "hustle".

Perhaps your company isn't "on its uppers". Maybe your company is paying good dividends.

But—are you sure your company's dividends are as large as they should be—as large as the stockholders have every right to expect?

Isn't it possible that you might learn methods which would help make your dividends larger?

Remember—the larger the dividends paid on your company's stock, the more prosperous your company will be judged—and, the more credit your town will give you for running "a live, up-to-date, going concern".

\* \* \* \*

New methods of handling present business—and new methods of securing new business—are constantly being developed.

But—the man who would make such methods help pay dividends on the stock of his company cannot "sleep at the switch".

He must keep eyes, and ears, open *all the time*.

He must watch costs—must know selling prices—must be always on the lookout for new equipments and conveniences that consume electric current.

He must always be investigating new ways for his patrons to use current.

He must always be on the lookout for plans to substitute electricity for



other means of lighting, heating and driving machinery.

This may mean discovering new uses for equipment in places already well equipped.

It may mean finding out new uses for power in places where power is already used.

It may mean seeing ways in which more light can be used in places where light is already abundant.

And—in addition to developing existing fields, there are always new fields to be watched for and added to the old.

\* \* \* \*

One strong Electric Company is better for a town than two weak Electric Companies.

"Competition is the life of trade"—*only* when all the competitors are making money.

When competition means "money lost" for all concerned, the old saying must be turned about. It must read "Competition is the *death* of trade".

The famous old showman—P. T. Barnum—knew this.

He used to back his competitors to compete with him, just as long as all competitors could make money *out of*

*the public* through such competition.

But—the minute any of his competitors he was backing began losing money, that minute Mr. Barnum closed out such competition.

\* \* \* \*

If your town is not big enough to maintain an Electric Company on a *profitable* basis, either extend your field of operations to adjoining towns or, if such towns are already supplied with electrical service, consolidate your company with the company having headquarters nearest to you.

One good strong concern means a lot better conditions in the community than two or more weak, wabbly, "no dividend" concerns.

Bear in mind—your business has to stand for something in your town. You can't get away from that.

And what your business stands for in your town is "up to you".

Don't let the condition of your business shame you.

Be proud of it or—quit.

"A quitter" who knows when to let go is a better citizen, and does more for his town, than "a sticker" who sticks because he lacks good sense and good judgment.

## A Dollar Idea

J. T. Connors, Representative

The Denver Gas and Electric Co., Denver, Colo.



**T**HE plan of placing electric irons and other electric appliances on display in suburban drug, hardware and notion stores has been found to be very profitable. The prospective consumer who seldom, if ever, comes to the main office has a chance to see and examine the appliance and a little "boost" from a seemingly disinterested party, as the proprietor of the store would be, oftentimes does much in the way of completing a sale.

## *Unwitting Philanthropists*

Extracts from an Address Before the Departments of Economics and Sociology,  
Adelphi College, Brooklyn, N. Y., January 11, 1909

BY GLENN MARSTON

**P**UBLIC utility corporations are from the very nature of the service they render in a position to benefit a community far more than any other business of which a town or city may boast.

The good they do reaches far beyond the donations to charity and other worthy movements which constitute the outward and visible signs of public beneficence. They accomplish a far greater good than this, and the effect of this good is not diminished by the fact that it is as a usual thing unrecognized.

In this day of attack on corporations of all kinds, we are not in the habit of considering the fact that some of these corporations may, in the simple performance of their business routine, be the greatest philanthropists of the day. Their benefactions are not heralded, Carnegie-like, through the public press; and yet every public service corporation, even though it may have only an eye single to increasing its income, performs a duty to society which though overshadowed by the villification of disgruntled agitators, is deserving of far more recognition than it gets.

What other single influence has had as great an effect on general industrial and social conditions in the last decade as electricity? What influence has gone so far towards abolishing child labor,

towards driving out sweat shops, towards advancing the cause of the laboring man, towards the improvement of health conditions and towards the prevention of crime? We must recognize that its efforts are due primarily to a desire to increase its profits, but whatever the incentive for social reform may be, it has little effect on the tangible results produced.



Glenn Marston

Take the single instance of the effect electricity has had on the laborer for shorter working hours. Many manufacturers could not profitably give shorter hours at the same pay. Along comes the electric power man and induces the installation of electric equipment. It is obvious that if a man's hourly output is increased 25 per cent the employer can cut down the number of hours during which the laborer must work.

The same thing is true in the case of child labor. The application of electricity to mechanical equipment

has in many cases made possible the creation of machinery which could do the work for which children were formerly employed and do it cheaper, because more accurately and more rapidly than ever done by any child.

In the same way the public service corporation has taken greater steps towards driving out sweat shops than any other influence. Practically the same grade of labor—the same intelligence—is required to operate a power driven machine than is required to operate a foot power machine. You have there in a nutshell one of the greatest social reforms of the day.

Over at the Natural History Museum, they have a tuberculosis exhibit. I have not yet had an opportunity to visit it, but if the electric light and power companies are not largely represented as leading factors in the fight against tuberculosis, they should be. They have driven the child from the factory to the open air; they have driven the alien laborer from the sweat shop to the loft. Where the air in a crowded room has formerly been exhausted by exposed illuminants, every particle of oxygen today is free for the use of the occupants of that room, because electric light consumes no oxygen.

This is all being accomplished on a strictly business basis, the basis on which all permanent advancement, commercial, social and moral must be made.

For years and years Boards of Health all over the country have energetically and ineffectually tried to abolish the smoke nuisance. Rules and rules have been promulgated; factory owners have been fined, every

possible action has been taken—and the chimney smokes on. Then along comes the electric company and shows the manufacturer that electricity is cheaper, cleaner, more economical and more convenient than steam power. The offender's pocketbook has been touched, and the community is benefited directly by the aggressiveness and business ability of the managers of the electric company.

But perhaps the greatest influence for good which an electric company exerts in a community is in the prevention of crime. This is accomplished through securing adequate street lighting. The electric company does not stop, however, when it has induced the city to place an electric light at every street intersection.

It is only necessary to go down town any night to find that the popular streets are the well lighted streets, and this is due to two reasons: One is that light is quite as attractive to a human being as it is to an insect; people always flock to the centre of light. The most brilliantly lighted window on the street is the most attractive one; the theatre with the brightest front is the one most patronized. On the other hand, the people flock to a well lighted street because it is a safe street. You do not hear of hold-ups under the glare of the electric light. The highwaymen seek the dark corners. Every merchant who puts up an electric sign throws light in a corner which might have harbored a robber. Every merchant who lights his window brilliantly makes it impossible for a burglar to use those windows to make an entrance to his property.

I have had statements from mayors

of some of the largest cities in this country testifying to the advantages of adequate street lighting. One went so far as to say that if all of the electric signs—not to mention the city street lighting—were taken away it would be necessary to practically double the police force. Consider, then, the yearly saving to the taxpayer for street lighting alone, due to the lighting company's aggressiveness in securing the installation of electric signs.

The churches have just begun to realize the tremendous influence which can be exerted by an electric sign. Some of them have illuminated crosses above their towers. Others have "Welcome" signs over their doors—an insistent demand on the passer-by that he enter. The church can use the electric sign just as effectively as the brewer—but the church has got to find that out.

It would be a difficult matter to estimate the increase in taxable value that has been caused by the introduction of electricity. The house which is wired for electric light demands a higher rent than one not so equipped. It is more easily rented. Its whole value therefore is increased. The same thing is true of factory and loft buildings equipped with electric motive power. Such equipment must be recognized as a distinct financial advantage.

I might go on and show you a dozen more ways or perhaps a hundred more ways in which the application of electricity has contributed towards the advancement of a city. It has been said many times that public service companies give no adequate return for the franchise given them by the public. It has been said many times that cash payment should be made for these franchises, and yet, I venture to say, that the actual benefits to a community derived from the introduction of electricity alone are so great that the greatest profits from the most exorbitant corporation in the country would sink into insignificance beside them.

I do not believe in huge profits for these corporations, but I do believe that they should be given credit for the good they do. Many of them in the past have taken unfair advantage of the public. This has resulted in the creation of public service commissions in several states, and more will undoubtedly be created in the very near future. It is the business of these commissions to create a balance between the profits which rightly may be the due of the corporation and the benefits which these corporations confer upon the public. It is a delicate job, but in the long run it must be satisfactory because unless this balance is preserved the results will be distinctly harmful to both.



## Our Business and Yours

### Destructive Criticism

**T**HE other day in looking over an accumulated pile of recent electrical trade publications, we were surprised to find no less than five articles given over entirely to destructive criticism. We read them carefully and regretfully, for though it is proverbial that in certain extremities dog should eat dog, there seems to be no reason in this day of boasted enlightenment, why men engaged in various phases of the electrical industry should forget the virtues of co-operation—and waste time and energy in wrangling. Besides—who wants to read it? We happen to know that in each of these cases there was a moving reason not far from each man's pocket that called forth his effusion.

It is natural that we should fail to rejoice in that which does us ill, and business competition is fought in many ways. But we hold that every publication has an obligation to its readers which is or should be stronger than all desire for "copy" or the influence of any advertiser.

The men who read a magazine, gradually form their opinion of the character and responsibility of the men who edit it, based on the contents of that magazine. And if that opinion be favorable and one of confidence, it acts to a degree as guar-

antee of good faith, covering every article and advertisement contained within its covers. The publication in any trades paper of any article inspired by commercial antagonism heaping purely destructive criticism on the object of its wrath is a breach of confidence and an offense against its readers.

SELLING ELECTRICITY has adopted a policy of strict adherence to business, the business of securing for our readers all the honest, dependable news and information which we believe may interest and aid them in their work of selling central station current. We have refused many pages of matter which we considered distorted and we have avoided all destructive criticism, because it is at odds with the spirit progress.

We want the readers of this magazine to realize that the editors are "playing the game" *with them*—are boosting, not knocking.



### Utilizing Dollar Ideas

**W**E received a letter the other day from one of our good friends in the middle west, telling us how he had put a Dollar Idea to work. He said:—

"I was hunting for new business stunts and ran across a number of



issues of SELLING ELECTRICITY. The idea struck me to cut out all the Dollar Ideas and paste them in my data book where they could be easily referred to. Of all the Dollar Ideas, 45 in number, only two were printed back to back.

"After finishing the job, I read them through and found one that will help me get rid of 27 old style chafing dishes and as many coffee percolators which have been somewhat damaged from being out on trial. This is the scheme that was worked by the Edison Light & Power Company of Wichita, Kansas, when they gave an electric iron to each new consumer who would use \$6.00 or more worth of current. Tell your readers to put the Dollar Ideas where they can study them, for I have probably read this same one before never thinking of the stock of old heating devices."

We offer the Dollar Ideas each month for what they are worth, and we in every case feel that they have some merit. We know that they will not all appeal to the same man, but we do believe that it is worth the while of every reader of SELLING ELECTRICITY to look them all over, and apply such as may be adapted to his needs.

And now and then, such cases as this come to our ears and we see that it is even so.



#### Blaming it on the Dog

THE commercial agent of a central station in a far western city has appealed to us for support in decrying the

"monkey business" of certain advertisers, who lacking the courage to say "I want to sell you—" have been annoying him with various sharp dodges calculated to bring their name to his mind. He writes:—

"We are constantly receiving letters now-a-days from electric supply dealers and manufacturers stating that the writer is enclosing a stamp, followed the next day by a letter enclosing a stamp and explaining that through an error of the mailing clerk on the previous day this stamp was not enclosed. Next time we receive a letter stating that price lists are enclosed, and on the following day another letter advising us that through an error of the mailing clerk these price lists were omitted. Then again a letter comes addressed to the "Blank" Electric Light and Power Co., and on the following day we receive a note stating that through an error of the mailing clerk the wrong letter was sent to us, and the one which was intended for us had been inadvertently left unmailed, the same being enclosed.

"Now, we think it is hardly fair to make a 'scapegoat' out of the mailing clerk by such tricks of advertising, or to impose upon the time of people who are already very busy, but through courtesy usually give letters from established houses due consideration.

"We are writing to inquire if you consider these schemes good advertising, and if you do not, to ask you to raise your voice against such practice."

It is hardly necessary for us to make comment. The difference be-

tween the spirit of honesty and fair dealing and the spirit of trickery is obvious to all grown men, and questionable methods of advertising create a lack of confidence in the methods of manufacture and sale. It is unfortunate that any concern should

risk its reputation and business welfare on such a futile issue.

Moreover, the manufacturer of electrical material and the supply house wants the central station man as a friend—Why not treat him as a friend?

## News and Reviews

### Current Items of Interest to Commercial Men

#### Electric Snow Melters Clear City Streets

According to the *Electrical Review & Western Electrician*, electric snow melters are being used to clear the streets in the city of Berlin, Germany. The first experimental apparatus is reported to have shown an operation less than half as expensive as shoveling the snow and hauling it away.

#### Reduced Fare to N. E. L. A. Convention

Mr. George F. Porter, Master of Transportation, National Electric Light Association, announces that the Trunk Line Association has authorized a rate of a fare and three-fifths for round trip, on the certificate plan, from all points in its territory to Atlantic City and return for delegates to the Thirty-second Convention of the National Electric Light Association, to be held June 1, 2, 3, and 4.

#### Tungsten and Nernst for Street Lighting

The Houghton County Electric Light Co., Houghton County, Michigan, reports that a series of tests extending over nearly a year on series tungstens and Nernst lamps for street lighting has proved conclusively that the tungsten is in every respect much the better for our purpose. The following physical data have been secured:

	Nernst	Tungsten
Watts per lamp.....	115	81
C. P. per lamp.....	50	60
Watts per C. P.....	2.3	1.35
Number of lamp renewals per year per lamp	14	5

It has further been proved that with the Nernst the cost of maintenance during ex-

treme cold weather is very much higher than in the warmer season, some lamps having burned out in less than twenty-four hours. As to the first cost, the Nernst unit ready to install cost approximately \$14, against \$6.25 for the tungsten. This low cost, combined with the higher efficiency and lower maintenance, has resulted in our adopting the series tungsten as the standard small lighting unit for this district.—*Stone Webster P. S. Journal*.

#### The Smallest Installation Yet

In a letter from the Ponce Electric Company of Ponce, Porto Rico, the *Stone Webster Public Service Journal* publishes the following novel news item:—

"Not long ago we connected up what we believe to be the smallest installation in the world. It is in the house of a lady named Providencia Clarillo, who lives at No. 38 Salud Street in the city of Ponce. The installation is for one lamp on the balcony of the house and consists of two feet of wire, one cut-out, one cleat, four porcelain tubes and one socket. The work was done by one of the independent jobbers of Ponce. If any company can boast of an installation smaller than this we should very much like to see it described. In this connection it might be well to say that we have many customers who use but one lamp, an eight candle power, and many of these lamps are in houses that are hardly worth as much as the electrical installation which they contain. This goes to show that in this city electric light is considered more as a necessity than a luxury."

**Mr. Harold Almert Leaves Wichita**

Mr. Harold Almert has resigned from the management of the gas and electric properties in Wichita, Kansas, and will conclude his work there on April first. Mr. Almert during his incumbency has done much for the development of Wichita and materially increased the business of the company. He has as yet made no definite arrangements for taking up the good work in a new field, but the premium on men who achieve is still high and news of a new affiliation may be expected before long.

**W. S. Kilmer in Vermont**

The Green Mountain Electric Company of Burlington, Montpelier, Barre and Bennington, Vermont, a new contracting and construction company operating in close co-operation with the local lighting companies, has retained Mr. W. S. Kilmer of the Kilmer Company of New York, as consulting and designing illuminating engineer. Mr. Kilmer will work with the central stations in these cities and is said to be the first illuminating engineer to be regularly employed in the state of Vermont.

**Another National Advertiser**

The manufacturers of the well-known "Belle Mead Sweets" are reported to have placed a contract for 250 small transparency signs to be installed along the board walk in Atlantic City. They have also recently placed a large sign in Augusta, Me. Other signs of various design are in operation in cities all over the country advertising their product. Another evidence that the national advertiser is becoming a factor in the city sign load.

**Society of Hungarian Engineers**

A number of Hungarian engineers and architects pursuing their professions in this country have organized the "American Society of Hungarian Engineers and Architects." The society has two objects: 1st. To bring in closer touch engineers and architects of Hungarian extraction, living in this country, and to give moral support and information to newcomers. 2nd. To encourage the exchange of engineering, technical and industrial information between the technical men of Hungary and

of the United States, and to foster technical societies, sciences and industries.

The society will hold monthly meetings where papers will be read and discussed. The membership consists of mechanical, electrical and civil engineers, chemists, architects and craftsmen. Following are the officers of the new society: President, A. Henry Pikler, M. E., member of the American Institute of Electrical Engineers, engineer in charge of Transformer Department, Crocker-Wheeler Company, Ampere, N. J.; vice-president, Karoly Z. Horvay, architect, chief draftsman, Building Bureau of Board of Education, Brooklyn, N. Y.; secretary, Zoltan de Nemeth, M. E., New York Edison Company; treasurer, Sandor Oesterreicher, E. E., associate member of the American Institute of Electrical Engineers and of the American Society of Mechanical Engineers, New York Edison Company; assistant secretary, Ernest L. Mandel, B. S. C. E., Bureau of Commissioner of Public Works, New York City.

**Lectures by Mr. T. I. Jones**

Mr. Theodore I. Jones, Manager, Sales Department, United Electric Light & Power Co., New York City, has just completed a very successful course of public lectures under the auspices of the Department of Education of New York City. The lectures were held in one of the Brooklyn schools, weekly during January and February.

The subjects were as follows:—

1. "Elements of Electricity." Principles underlying the generation of alternating and direct currents. The first of a course of eight lectures on "Modern Applications of Electricity." Illustrated by experiments and stereopticon views.

2. "Primary and Storage Batteries." A detailed analysis of the construction, operation and maintenance of different types of primary and storage batteries and stereopticon views.

3. "Electric Motors." An analysis of the construction, operation, and maintenance of different types of alternating and direct current motors. Illustrated by electric motors in operation and stereopticon views.

4. "Electric Railways." A description of the construction, operation, and maintenance

nance of elevated, surface, and tunnel systems in New York City. Illustrated by diagrams and stereopticon views.

5. "Incandescent Electric Lighting." A description of the method of manufacture; advantages and disadvantages of all the different types of modern incandescent lamps. Illustrated by burning lamps and stereopticon views.

6. "Arc, Vapor and Non-vacuum Lamps." A description of the method of manufacture, advantages and disadvantages of all types of arc, vapor and non-vacuum lamps. Illustrated by burning lamps and stereopticon views.

7. "The Telephone and Telegraph." A discussion of the construction, operation and maintenance of modern types of telephone and telegraph apparatus. Illustrated by telephone and telegraph lines in operation and stereopticon views.

8. "Wireless Telephone and Telegraph Systems." A discussion of the principles underlying the wireless transmission of electro-magnetic waves for the transmission of speech, telegraph signals and electrical energy. Illustrated by wireless apparatus in operation and stereopticon views.

#### American Institute Anniversary Dinner

The American Institute of Electrical Engineers celebrated its 25th anniversary in a dinner at the Hotel Astor, New York city, March 11th. The celebration was made the occasion for attempting various new electrical effects. At the back of the speakers' table were two large American flags illuminated with tungsten lamps. Over the speakers table, was another sign, having the badge of the Institute as a transparency and the words "Silver Anniversary" picked out in small tungsten lamps. On each table, instead of the customary flickering wax taper, there were miniature lamps lighted by storage batteries concealed in silver vases. Every table was thus illuminated without any obstruction of view or any hindrance to conversation.

Outside the hall was a huge sign representing the badge of the Institute containing 250 incandescent lamps.

President Ferguson, of the Institute, was chairman and toastmaster, and his opening remarks dealt with the success of the Society. Cable messages of congratulation were read from the national electrical societies of England, Germany and France. The toast of Charter Members was responded to by Professor Elihu Thomson. Mr. Frank J. Sprague spoke on behalf of the Past Presidents, of whom no fewer than nine were present. At the end of his remarks he presented a silver loving cup in the name of sixteen of the past presidents now living to Mr. T. Commerford Martin the senior surviving past president. President Humphreys, of Stevens Institute of Technology, made an able speech on Engineering as a Profession. The dinner was brought to a conclusion by the singing of Auld Lang Syne. During the dinner President Ferguson stated that the Institute had 6,334 members, and were closing the present month with 6,600, not including about 1,500 students in university branches. Over fifteen sections and branches were represented at the dinner.

**WANTED** — Live, Experienced, New Business Manager for New England Company to take charge in branch city of 15,000. Also experienced solicitor for same territory, to handle residence and commercial business. Address "NEW ENGLAND," care Selling Electricity.

**WANTED** — A progressive company in Southern city has an opening for a bright young man to solicit electric lighting and power business. Must have had experience and be willing to work for a moderate salary. Address "PROGRESS," care Selling Electricity.

**WANTED** — Up-to-date, progressive and inventive solicitors of the new school. New Business work. Address "K," Selling Electricity, New York.

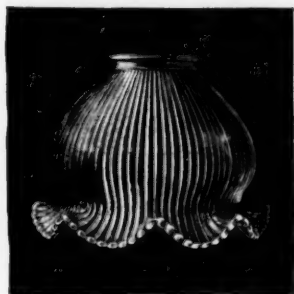
**WANTED** — National Electric Light Association, reports of 16th and other conventions. Transactions, American Institute of Electrical Engineers, volumes 3, 7, 17 and others. General Electric Review. Also transactions of other societies and various technical periodicals. Address "TECHNICAL," care Selling Electricity.

**A COMMERCIAL MANAGER**, now employed in city of 50,000 in this capacity, contemplates making a change. Thoroughly familiar with Illuminating Engineering, Sign and Power Business, Residence and Commercial lighting, and the Rate Question. Age 30 years and married. Has had five years active experience and will guarantee to get results. Address "RESULTS," care Selling Electricity.



THERE ARE  
TEN "DOLLAR IDEAS"  
IN THIS ISSUE

WHY DON'T YOU SEND IN A FEW? HAVE YOU TRIED?



# FRENCH SHAPES

A New Bulletin is just being issued covering the popular

## French Shape Holophane Reflectors

These are among the best sellers in the Holophane line—handsome, efficient, new. If you haven't information on the French Shapes, write for Bulletin No. 28.

## HOLOPHANE COMPANY

227-229 Fulton Street, New York

Chicago

San Francisco

Boston

In writing to advertisers, mention "Selling Electricity."



## Electric Signs

LETTERS and  
ACCESSORIES



**Haller Sign Works (Inc.)**

319-320 South Clinton Street  
CHICAGO

## BENJAMIN TUNGSTEN FIXTURES

N  
E  
W  
  
D  
E  
S  
I  
G  
N  
S



Catalog No. 0242

We want to send you our  
New Tungsten Bulletin No. 3  
Write for it

**Benjamin Electric Mfg. Co.**

New York      Chicago      San Francisco  
42 W. Jackson

## The Services of Experts

**I**N solving problems in Illuminating Engineering your own men soon get into ruts. All installations soon take on a monotonous sameness which is both discouraging to you and unsatisfactory to your customers. Under such conditions, the occasional employment of the services of experts is the truest economy. It educates and enlivens your representatives, and injects individuality into the work of your own Illuminating Engineering Department.

TERMS MODERATE

### Bureau of Illuminating Engineering

437 FIFTH AVENUE, NEW YORK

ALBERT J. MARSHALL, Chief Engineer

In writing to advertisers, mention "Selling Electricity."

## Quality not Price the Best Argument

If mere cheapness were the main consideration in lighting, there would be no electric light. There are many illuminants cheaper than electricity, but none so good. Similarly there are many fixtures cheaper than

### Enos Tungsten Fixtures



but none so harmonious in design, none so conscientiously made, none so carefully calculated to give exact illuminating results. In addition to these qualities

### Enos Tungsten Fixtures are Moderate in Price

Central Station Managers, Contract Agents and Solicitors will find that ALL of their better class customers will welcome them.

Carry Our Catalogue With You When Next  
You Call Upon a Particular Customer

**The Enos Company**  
NEW YORK

Write for Catalogue No. 10

## \$ Pump Pointers

Let us tell you how and where to sell electricity for pumping. There's profit in it if you go after it right.

**Remember, it is power load  
at lighting rates**



"Sanitary" Pumps are low in first cost and economical in operation. They give continuous satisfaction, and require practically no attention. "Sanitary" Pumps meet every requirement for domestic water supply, and all types can be electrically driven. Get our data and prices. They will help you close a contract some day.

Manufactured by the

**SANITARY PUMP CO.**

12 South Canal, Dayton, Ohio

Manufacturers of Single and Duplex Double  
Acting Pumps, Deep Well Heads, Rotary Pumps

In writing to advertisers, mention "Selling Electricity."

DON'T YOU THINK  
GEORGE WILLIAMS  
Can tell you something about  
**How to Get Business**  
**?**

The National Commercial Gas Association book on "New Business Methods in 1909," by George Williams, is the best thing on the subject in type. It tells all about planning, organizing, selling --- the principles and practice of New Business Getting.

You need this book.

**Price \$3.00** About as much as two theatre tickets, but think of the value!

136 Pages

Buckram Covers

Many Illustrations

*Order from* **FRANK B. RAE, JR., Publisher**

74 Cortlandt Street, New York City

# *The Solicitor's Library*

Lawyers spend a big percentage of their income for books, because books tell them

**What They Must Know to be Successful.**

You, Mr. Man, only have to spend One Dollar per year for SELLING ELECTRICITY which

**Tells You How to Succeed.**

**Helps You Get Your Salary Raised.**

**Puts You in Line for Promotion.**

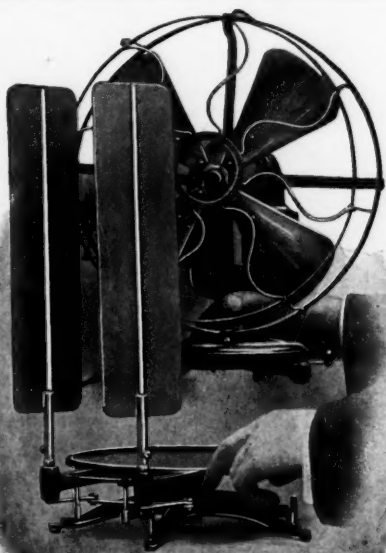
Look this Magazine over. Isn't it worth One Dollar?

**PAY UP!**

Pin a Dollar Bill to your business card and mail it to

**FRANK B. RAE, Jr., Publisher**

*74 Cortlandt Street, New York*



**Carry a Small Stock**

and meet demands for  
oscillating fans with the

## **SIMPLEX OSCILLATOR**

It makes any ordinary fan oscillate, and should be in every office, restaurant, billiard hall, cafe, store or home where fans are used.

You take your stationary fan, set it on the oscillator, which is a neat little table on ball bearings, and turn on the current. The wind does the rest.

It will make active current-sellers of stationary fans which have been idle because of the colds and rheumatism caused by their steady draft.

Write for full particulars and prices.

**THE SIMPLEX MFG. CO.** 90 West Street, New York  
315 Dearborn Street, Chicago

Factory, Thompsonville, Conn.

In writing to advertisers, mention "Selling Electricity."

## BADGER PORTABLE LAMPS

Triple  
Adjustment



ONE of the best advertised and best sellers in the electrical field. (Advertisements are being placed in leading periodicals for dealers benefit). Users of electricity everywhere want **Badger Portable Lamps** and it's up to you to get your share of this profitable business.

Can be sold to every home and for every office. Doctors especially enthusiastic for use at their operating and examination tables. Hospitals are buying **Badgers** for every room. Attractive folders bearing your advertisement only free for the asking. Place your orders now, and get the benefit of the big advertising campaign. Your jobber probably carries **Badger Portable Lamps** in stock. If he cannot supply you, accept no substitute, address,

Department 100

**THE VOTE-BERGER COMPANY**  
LA CROSSE, WISCONSIN

Also makers **Two-Ball Adjusters** for incandescent lamps

## BUY BUCKEYE TUNGSTENS *Now* B-E-C-A-U-S-E

**Buckeye Tungstens** are skillfully, carefully and honestly made.

**Buckeye Tungstens** are long of life and constant in service.

**Buckeye Tungstens** are carried in stock at all of branch offices and agencies.

## BUCKEYE ELECTRIC CO.

CLEVELAND, OHIO



## GEORGE B. SPENCER

Advertising  
and  
Sales Counsel

Suite 500  
42 East 23rd Street  
New York City

Consultation—by letter, or appointment, only

In writing to advertisers, mention "Selling Electricity."





**Y**ES, we claim just about everything for our 1909 Model Hot Point Irons. Our **Standard** is the best regular iron on the market. Our **Automatic** is the only iron on the market with the automatic switch control.

#### SPECIAL TRIAL OFFER

We will ship you a 6-lb. Standard Hot Point (Model D) Iron, charges prepaid to any point in the United States, for \$4.00. Or a 6-lb. Automatic Hot Point (Model E) Iron, for \$5.00. At the end of 30 days, if you are not satisfied, send the iron back at our expense and we will cancel the charge.

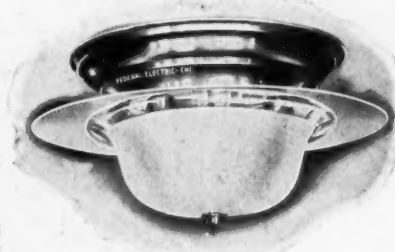
#### 30 Days Free Trial on Your Lines

Yes, that is just what we are doing. We send you one of our irons—we pay all transportation charges—we allow you to use it as you please for 30 days—then, if you decide to send it back we pay the return charges. Otherwise, you pay for it at the special price. We do this because the iron itself will answer all your questions. In ordering sample, be sure and state voltage.

### Pacific Electric Heating Company

Home Office and Factory,  
ONTARIO, CALIFORNIA

Eastern Office and Factory, 63-65 W. Washington  
Street, Chicago, Illinois



No. 755

## FEDERAL CLUSTERS

For Tungsten  
Illumination

Artistic                      Inexpensive  
Easily Installed

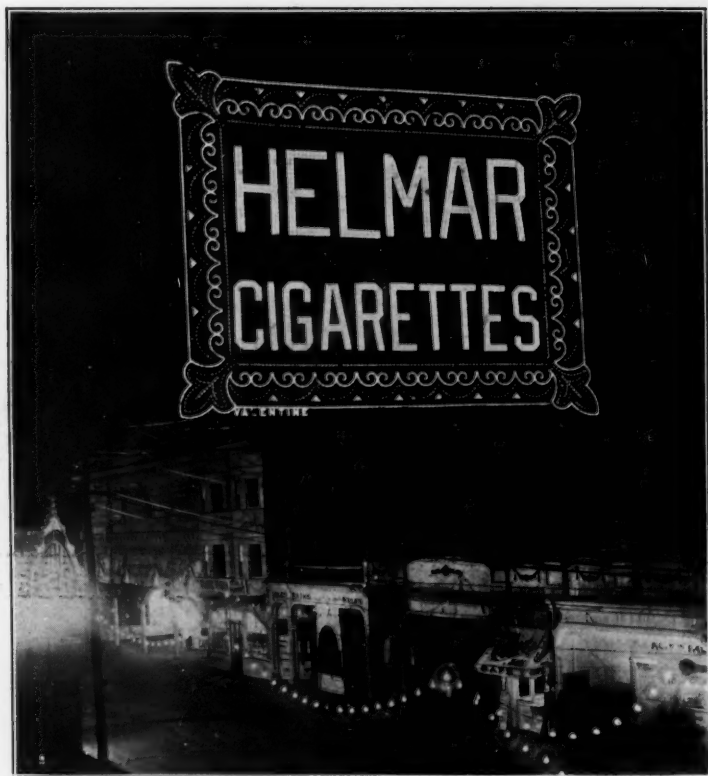
No. 755 is an ideal cluster for low ceilings. Has 20 inch porcelain glass reflector and porcelain enameled steel disk, where sockets are placed. Equipped with special Federal diffuser. Heavy brass canopy fits close to ceiling.

Write for Bulletin No. 200

### Federal Electric Company

Lake and Desplaines Sts.

CHICAGO



# Nothing 2 Big

**And Nothing Too Small**

The Valentine co-operative policy bucks at nothing. We offer central station Commercial Managers our sales experience and ability FREE. We don't care how large or how small your proposition—we will help you sell VALENTINE signs. If you have a hard customer to close or a proposition that requires special knowledge of sign construction, we will be glad to get on the job PERSONALLY and give you the benefit of VALENTINE co-operative salesmanship. Tell US your sign troubles.

## **Valentine Electric Sign Co.**

**ATLANTIC CITY, NEW JERSEY**

In writing to advertisers, mention "Selling Electricity."

